



**Future of ASEAN
50 Success Stories of Internationalization of
ASEAN MSMEs**

The ASEAN Secretariat
Jakarta

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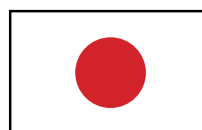
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Table of Contents

FOREWORD	v
MESSAGE	vi
50 SUCCESS STORIES	1
Agriculture & Food	
Aalst Chocolate Pte. Ltd. (Singapore)	3
Aung Nay Lin Htun Co., Ltd. (Myanmar)	5
Cinco Corporation (Philippines)	7
Co Co Light House Co., Ltd. (Myanmar)	9
CV. Indonusa Makmur Sentosa (Indonesia)	11
Jum Jel Co., Ltd. (Myanmar)	13
Kospermindo (Indonesia)	15
LM Lima Angkor Food Co., Ltd. (Cambodia)	17
LYLY Food Industry Co., Ltd. (Cambodia)	19
National International Commercial Enterprise Ltd. (Myanmar)	21
Sinouk Coffee Co., Ltd. (Lao PDR)	23
Education	
Crescent Sdn. Bhd. (Brunei Darussalam)	25
Mindplus Education Pvt. Ltd. (Brunei Darussalam)	27
Fashion	
CANIFA JSC (Viet Nam)	29
Irna La Perle (Indonesia)	31
Na Forrér (Brunei Darussalam)	33
Siti Khadijah Apparel Sdn. Bhd. (Malaysia)	35
Health & Wellness	
Bellary Enterprise (Brunei Darussalam)	37
Gandang Kalikasan Inc. (Philippines)	39
Skin Inc. (Singapore)	41
Information Technology & Communication	
Codingate Co., Ltd. (Cambodia)	43
IC Microsystems Sdn. Bhd. (Malaysia)	45
IX Telecom Sdn. Bhd. (Malaysia)	47
Lao IT Development Co., Ltd. (Lao PDR)	49
Max Media Co., Ltd. (Lao PDR)	51

Manufacturing

Algaetech International Sdn. Bhd. (Malaysia)	53
An Khanh Precision Engineering JSC (Viet Nam)	55
Asia Amro Industry Co., Ltd. (Thailand)	57
Bách Tùng Mechanics & Constructions Co., Ltd. (Viet Nam)	59
Builders Biomass Sdn. Bhd. (Malaysia)	61
Duc Dat Plastic Ltd., Co. (Viet Nam)	63
JB Woodcraft Inc. (Philippines)	65
Jewel Ko Lay Co., Ltd. (Myanmar)	67
LSV Industry Co., Ltd. (Cambodia)	69
M.Y.R. Cosmetics Solution Co., Ltd. (Thailand)	71
CV. Naditha Creation (Indonesia)	73
Orthopeasia Co., Ltd. (Thailand)	75
Quality Plus Aesthetic International Co., Ltd. (Thailand)	77
VBOX Luxury JSC (Viet Nam)	79

Other services

CONFEX (Brunei Darussalam)	81
ECHOstore Sustainable Lifestyle (Philippines)	83
ECOSOFTT Pte. Ltd. (Singapore)	85
PBA Group (Singapore)	87
PT. Zahir International (Indonesia)	89
Rentsbuy Sole Co., Ltd. (Lao PDR)	91
Samart Event Organizer Co., Ltd. (Lao PDR)	93
SOPHIYA Travel & Tours (Cambodia)	95
Udon Auto Glass Co., Ltd. (Thailand)	97
Vcargo Worldwide (Philippines)	99
Yang Kee Logistics Pte. Ltd. (Singapore)	101

Appendix – MSME Internationalization Program

ASEAN	103
Brunei Darussalam	104
Cambodia	105
Indonesia	106
Lao PDR	107
Malaysia	108
Myanmar	109
Philippines	111
Singapore	112
Thailand	114
Viet Nam	116

FOREWORD



Message from the Chair of the ASEAN Coordinating Committee on MSME (ACCMSME)

The development of micro, small and medium enterprises (MSMEs) remains of utmost importance to the ASEAN integration process as they continue to be a key driver of economic growth. The ASEAN Economic Community presents opportunities to all businesses, in particular our MSMEs, where access to regional as well as global markets is made possible through the creation of more business friendly and integrated economies, allowing greater participation of our MSMEs in global value chains.

In today's fast-changing environment, the increased openness of global markets has exposed MSMEs to greater competition, thus forcing them to adjust their strategies in order to catch up with global standards. In achieving global competitiveness, we have witnessed the ups and downs of our MSMEs embarking upon their international business journey with a more strategic and innovative approach aimed at lowering production costs, increasing productivity as well as improving quality to ensure that they can successfully compete outside their domestic market.

Hence, in celebrating the internationalization journeys of our MSMEs, and in conjunction with ASEAN 50th Anniversary, the ASEAN Coordinating Committee on MSME (ACCMSME) is pleased to launch this publication "Future of ASEAN-50 Success Stories of Internationalization of ASEAN MSMEs" aimed at profiling MSMEs that have successfully accessed international markets, be it through export of goods or services, having foreign affiliates or branches, having consignees for production or outsourcing of services overseas. It also aims to share best practice among ASEAN member states in developing and promoting MSMEs with a global business outlook.

Featuring inspiring stories of 50 ASEAN MSMEs from various sectors and walks of life, this publication is hoped to motivate and encourage more MSMEs to establish a foothold in international markets, and to learn from those who demonstrate not only the ingenuity, perseverance and hard work behind every success, but also the need for regional policy makers and agencies to promote MSMEs' integration in global value chains, and the importance of instituting an enabling environment through policies that lower the transaction costs of doing business and encourage MSMEs to internationalize.

Aside from stimulating inspiration, ACCMSME also hopes that this publication will assist MSMEs in ASEAN to connect with each other and enhance their linkages into the regional and global value chains. I can assure you that ACCMSME remains committed to increasing its focus on supporting MSMEs' development and participation in global value chains, in particular within the context of the ASEAN Strategic Action Plan for SME Development 2016-2025.

Thank you to AEM-METI Economic and Industrial Cooperation Committee (AMEICC) and all colleagues involved in making this publication possible, and congratulations to each and every MSME featured. I look forward to more success stories of such achievement.



Norlela Suhailee
Acting Head of Business Advisory & Services
Darussalam Enterprise (DARE), Brunei Darussalam

MESSAGE



Message from the Secretary General of ASEAN

ASEAN has grown from strength to strength since the Bangkok Declaration was signed in 1967. Progress and achievements in the ASEAN Economic Community pillar have been strong and encouraging. The widely quoted figures that position ASEAN collectively as the sixth largest economy in the world, the world's fourth largest powerhouse in trade and a preferred investment destination - are vivid illustrations of the success of ASEAN economic integration. These achievements must be extended to and enjoyed by the Micro, Small and Medium Enterprises (MSME) of the region.

Despite regional integration and dominance in numbers, MSMEs tend to be less active in establishing a presence in other ASEAN Member States in comparison to larger companies. The uncertainties, risks associated with direct investment, lack of adequate overseas market information, difficulties in access to finance and lack of an internationalization agenda are some of the reasons holding back MSMEs' regional expansion. In response to this, the ASEAN Strategic Action Plan for SME Development (2016-2025) recognizes the importance of supporting MSMEs' internationalization through the establishment of a larger pool of innovative, resilient and competitive MSMEs that are ready for the global market.

Through this publication, the ASEAN Coordinating Committee on MSME (ACCMSME) presents 50 success stories of ASEAN MSMEs that can inspire other MSMEs to achieve international success. These stories also demonstrate the value of regional integration and the enlarged market opportunities generated by regionalization and globalization.

I would like to extend my congratulations to ACCMSME for its hard work in developing the "Future of ASEAN-50 Success Stories of Internationalization of ASEAN MSMEs". It is certainly an apt tribute to ASEAN on its 50th Anniversary. Moreover it is a significant contribution to the ASEAN Economic Community theme this year of inclusive and innovation-led growth, with MSMEs at the heart of economic development in ASEAN.

Finally, I would also like to extend my congratulations to every MSME featured in this book and wish them every success in reaching new heights. I also encourage other MSMEs in the region to work hard and seize the opportunities presented by the ASEAN Economic Community.



A handwritten signature in black ink, appearing to read "L. Minh".

Le Luong Minh
Secretary-General of ASEAN
Jakarta Indonesia
October 2017

5  **Success Stories**

Aalst Chocolate Pte. Ltd.

The first Singaporean premium chocolate brand for hotels, restaurants, and consumers



*Ms. Connie Kwan,
Co-founder & Managing Director*

KEY SUCCESS ELEMENTS

- Sustainable supply chain of raw materials
- Business expansion by joint venture
- Process automation

PROFILE

Founded jointly by Connie Kwan and Richard Lee in 2003, Aalst Chocolate is the first Singaporean brand that can produce both chocolate couverture and compounds. With 5 brands under its wing, Aalst Chocolate has been exporting 98% of its products to over 45 countries all over the world. In addition, the company has won a number of Singapore and international awards.

Sustainable supply chain of raw material

Aalst Chocolate sources high quality raw materials from across the globe mainly from West Africa, South America, Asia, Oceania, Europe and Singapore. “Having a strong support from our suppliers is critical for us to ensure the constant flow of raw materials”, said Connie Kwan. “It is also important to have highly controlled storage space to chocolates for our customers”.



Business expansion by joint venture

Having both Business-to-Business and Business-to-Consumer distribution channels, Aalst Chocolate is the leading supplier of industrial chocolates in various Asian countries such as Thailand and the Philippines. They are currently eyeing the Chinese market for business expansion. The company has recently embarked on a joint venture with Wilmar International, one of Asia’s leading agribusiness groups based in Singapore. “This joint

venture will allow us to leverage on Wilmar’s vast manufacturing and distribution channels in Asia”, says Connie Kwan.

Automation of manufacturing processes

Adoption of technology and innovation are the key success elements for Aalst Chocolate. The company has adopted state-of-the-art European chocolate making technology. Today, Aalst Chocolate’s production facilities are 90% automated, along with highly skilled staff. This allowed the company to increase the production efficiency and have a maximum output of 30,000 metric tons of chocolate per year. Having both technology and human capital at the highest level, Aalst Chocolate has been operating sustainably, efficiently, and profitably.

Thinking globally and locally, Aalst Chocolate also leveraged on Singapore’s extensive free trade agreements to develop new markets around the world.



Below: Founder of Aalst Chocolate, Mr. Richard Lee, Employees in Singapore, Artistic pieces of chocolate with premium ingredients from around the globe, Assorted confectioneries covered with high-quality chocolate



Company Profile

Corporate Name:

Aalst Chocolate Pte. Ltd.

Established: 2003

Number of Employees:

over 100

International Activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions including

- Agri-Food & Veterinary Authority of Singapore (AVA)
- The Monde Selection Award 2017
- Singapore SME1000 2016
- Enterprise 50 Award 2015
- The 2014 Health Award, etc.

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Aung Nay Lin Htun Co., Ltd. (Genius Coffee)

An award winning social enterprise that embraces the idea of fair trade and human empowering



*Mr. Ngwe Tun,
Founder & Director*

KEY SUCCESS ELEMENTS

- Fair trade of local products with value-added quality
- Empowering human resources in rural areas to international standards

PROFILE

Founded by Ngwe Tun in 2012, Genius Shan Highlands Coffee started processing and roasting coffee in Ywar Ngan Township in the Southern Shan State. They have since opened a nursery for testing some of the finest varieties of Arabica from around world.

Their headquarters, distribution and café are located in Yangon.

Today it has become an award winning social enterprise and value-added food producer.

Fair trade of local products for international market

Genius Shan Highlands Coffee (Genius Coffee) was founded on the idea of fair trade and responsible business based on direct trade and relationships with local farmers. Ngwe Tun first introduced the locally grown coffee from the Southern Shan State of Myanmar in the local retail market, and then gradually their high-quality coffee has gained social recognition and been exported to Hong Kong and throughout Asia.

Genius Coffee operates two cafés (coffee shops) in Yangon and several branches across the country. Genius Coffee continuously supports its franchisee operation. They help to identify a suitable location, fit out, acquire coffee-making supplies, and plan and execute menus, and attractive decoration appropriate to target customers and operations.

The company distributes the finest varieties of Arabica coffee to offices (business-to-business) by 20% and household (business-to-consumers) by 80% in the domestic market. Their sales

breakdown for the international market is currently 10%, and they are looking forward to partnership or merger for their business expansion.

Empowering human resources to international standard

“As a small start-up, digital marketing is the key success”, says Ngwe Tun. Genius Coffee has a website to introduce their company concept, high-quality products and services, production processes, etc. in English for international customers.



The company is also keen to use modern technology for food safety, and is a proud member of a number of domestic and international food and beverage associations.

“We encourage our co-workers in rural areas to bring more innovation. We educate and empower them to achieve international standard in business operations”, says Ngwe Tun.

Below: Ngwe Tun introducing the coffee production process during a unique Coffee Origin Tour in Southern Shan State, Genius Coffee products available in supermarkets nationwide
Genius Coffee brochure



Company Profile

Corporate Name:
Genius Shan Highlands Coffee

Established: 2012

Number of Employees:
51-100

- International Activities:**
- Having foreign affiliates or branches
 - Export of goods to foreign countries

- Awards:**
- Best Entrepreneur in Asia 2017, Asia Council for Small Business
 - Entrepreneurial Achievement Award 2015 by Kanbawza Bank, Myanmar (KBZ)
 - 1st Runner up of Myanmar Young Social Entrepreneur Award 2016 by Young Myanmar Engineer Association (YMEA)

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Cinco Corporation

A global flavored fries franchise brand with over 1,000 branches in the Philippines and around the world



*Mr. Jose Magsaysay Jr.,
President and
Chief Executive Officer*

**“We make sure that as we grow, our franchisees grow with us.” –
Potato Corner’s mission**

PROFILE

Cinco Corporation, the company that owns Potato Corner, opened the first Potato Corner outlet in the Philippines in October 16, 1992 and began franchising the following year. Starting out as a kiosk-type business, the brand has grown into opening in-line stores in malls, schools and various tourist destinations in the country. Now, Potato Corner is proud to have more than 1,000 branches around

the world and has established to be a leading brand in the food industry for 25 years.

True to its mantra of not only serving the customer, but also its franchisees, Potato Corner has been recognized by the Philippine Franchise Association and the Department of Trade and Industry and was awarded Best Franchise of the Year for 3 consecutive years from 2000 to 2002. This feat earned the company to be inducted into the Franchise Excellence Hall of Fame in 2003.

Value Proposition – More for Same

The company is led by its President and CEO, Mr. Jose Magsaysay Jr. A Certified International Franchise Executive and a Master Degree Holder in Entrepreneurship from Asian Institute of Management, Magsaysay is passionate in the food industry. Supported by his four business partners, he spearheaded the hyper-growth of the brand as it reached over 1,000 stores. Their loyal customers range from children to adults who are young at heart. As a result, the company comes up with its value proposition – More for Same, which means Potato Corner will deliver high quality flavored fries that is affordable and fits the budget of the target customers.

Technology and Innovation in the production line

As one of the leading brands in the snacking industry, Potato Corner prioritizes the quality of their products. The company uses automated fryers called “Perfect Fry” to produce consistent frying quality of the best flavored fries in the market.

Moreover, investing in technology and innovation allows the company to operate more efficiently. Potato Corner is able to deliver hot flavored fries to its customer faster, increasing the store capacity and shortening the queuing time. As a result, they can serve more customers given the same amount of time.

Sustainable sourcing strategy

Potato Corner emphasizes on the sustainability in sourcing high quality material. All raw materials including seasoning, oil, and packaging are sourced internationally. Potato Corner also pays attention to the sourcing process as selected suppliers have to meet certain criteria, e.g. potato supplier Farm Frites has achieved the minimum bronze level of the Farmer Sustainability checklist for sustainable agriculture based on a number of factors ranging from water management to socioeconomic factors.

Below:

Potato Corner's signature sizes of its famous flavored fries

Potato Corner's Board of Director and team

Potato Corner's stand-alone kiosk



Company Profile

Corporate Name:

Cinco Corporation

Established: 1992

Number of Employees:

More than 100

International Activities:

Having foreign affiliates and branches (Indonesia, USA, Australia, Thailand, Panama, Hong Kong, Cambodia)

Awards:

- 2000-2002 – Winner of The Philippine Franchise Association and the Department of Trade and Industry – The Best Franchise of the Year Award
- 2003 – Winner of The Philippine Franchise Association and the Department of Trade and Industry – Franchise Hall of Fame Award

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www.potatocorner.com

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Co Co Light House Co., Ltd.

Sourced only local coconut, Co Co Light House takes on coconut-based products to another level



Ms. San San Han, Director

KEY SUCCESS ELEMENTS

- Local products with value-added process at international level
- Omni-channel distribution according to product ranges

PROFILE

Founded jointly by Myo Win (Managing Director) and San San Han (Director) in 2011, Co Co Light House produces natural organic products based on locally sourced raw materials for the well-being of Burmese people as well as for international travelers.

The company exports raw coconuts to Thailand since 2014, and today produces a wide range of coconut-based value-

added products by international standards.

Local products with value-added process at international level

Co Co Light House was funded with a vision to uplift the locally sourced raw coconut to the value-added products in order to create better business opportunities for local coconut producers.

In 2017, Mr. Myo Win, of Mon ethnicity, bought a plot of land from farmers in the Mon State which was destroyed by tide and sea water. He transformed the land for planting high-quality coconut trees, which now source raw materials to Co Co Light House's three main product lines namely;

1. Coconut Nursery
2. Raw Coconut Export
3. Coconut Value-added Products



For Coconut Nursery, the company grows and distributes high quality young hybrid coconut seedlings locally with the aim to upgrade local business.

The company exports raw coconut to Thailand.

For Coconut Value-added Products, the company produces a variety of products ranging from coconut virgin oil & associated consumer products, art & handicrafts made from coconut trees, and organic fertilizer produced from remains and byproducts with the aim of leaving nothing wasted from the whole coconut trees.

Omni-channel distribution according to product ranges

Co Co Light House's target customers are diverse. The company has a different distribution channels according to the types of products.

For example, virgin oil is sold to both local SMEs for producing soaps and shampoos (Business-to-Business) and end consumers through retail stores as well as online shop (iHome e-commerce website).

As for Coconut art & handicrafts, they are sold to international tourist through tour companies and hotels for souvenirs.

“Personally reach out to businesses and door-to-door introduction are our model of distribution expansion”, says San San Han.

Below (from left to right):

Mr. Myo Win, Co-founder and Managing Director, Co Co Light House's Company Employees



Below (clock-wise):

Virgin oil related products, Facial soaps, Organic fertilizer, Coconut-based art & handicrafts



Company Profile

Corporate Name:

Co Co Light House Co., Ltd.

Established: 2011

Number of Employees:

11-50

International Activities:

- Having foreign affiliates or branches
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions.

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CV. Indonusa Makmur Sentosa

A specialized company in exporting agricultural products to the world



Mr. Sony Wicaksono, Owner

KEY SUCCESS ELEMENTS

- Local agricultural products with a high quality process
- Technology for e-Commerce and a tracking system for prompt delivery

PROFILE

CV. Indonusa Makmur Sentosa was founded in October 2009 by Sony Wicaksono. The company specializes in export of agricultural products, ranging from plantations to processed products.

Before starting his own business, Sony worked for a Japanese automotive company and a Dutch electronics company, where he gained knowledge of import and export operations.

Export of local product with a view to go international market

CV. Indonusa Makmur focuses on the export of Indonesian agricultural products to the international market. They export high quality plantation products as well as processed products such as Gudang Palm Bunch Ash, Gudang Palm Ekel Broom.



Rule of thumb for success: quality, timely delivery and warranty

“Quality, prompt delivery and warranty are the key success elements”, says Sony. These elements are critical when a company seeks to gain trust in the international market place.

CV. Indonusa Makmur is keen to provide comfort and promptness in the delivering of goods. With this in mind, CV. Indonusa Makmur actively listen to the voices of customers both from business-to-business and business-to-consumers to understand their needs better.

Modernization of Business with Utilization of Technology

CV. Indonusa Makmur is proactive in modernizing the business with technology. “We managed the operation by utilizing e-Commerce platform, delivery tracking system, and online scheduling tools.”, says Sony.

Due to their outstanding business model, CV. Indonusa Makmur Sentosa received the Primaniyarta Award for the category of exporting companies for small and medium scale from the President Susilo Bambang Yudhoyono in 2012.



Above: Sony Wicaksono receiving the Primaniyarta Award 2012 from President Susilo Bambang Yudhoyono

Below: Company premise and employees



Company Profile

Corporate Name:
CV. Indonusa Makmur Sentosa
(IMS)

Established: 2009

Number of Employees:
51-100

International Activities:
Export of goods to foreign
countries

Awards:

- Go-Export Award 2013
- Primaniyarta Award 2012

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Jum Jel Co., Ltd.

The pride of Myanmar in Dry Zone Products, Jum Jel Syrup has been operating with excellence since 2000



Mrs. Thet Su Htay, Director

KEY SUCCESS ELEMENTS

- Quality of organic products
- Staying committed to customers
- Partnerships and government support

PROFILE

Jum Jel Natural Syrup, short for Jum Jel, was established in 2000 with Mrs. Thet Su Htay as the director.

Jum Jel aims to be wellknown in the world as the pride of Myanmar Dry Zone Products (raw organic fruit such as Salay Plum and Tamarind Fruit to produce Juice/ Syrup naturally).

At the early stage of their business, the market focus area had been prioritized on 5 townships

near the factories, and in 2010, they have covered the market contribution area and wholesale to states, regions and throughout the whole country up to border areas.

In 2017, they allocated their products to export to Thailand and furthermore, opened a division office in other cities such as Yangon, Mandalay and Taunggyi.

Experimenting to get the best quality of organic products

“After we have decided to achieve a high quality of flavour, sense and taste in our products, we used a trial and error method for almost 4 years in the production process”, says Thet Su Htay. After this, they have been trying their best to gradually shift from a traditional domestic enterprise to bring their company where they are today by technology transfer with new modernized machines.

“To produce good quality with cleanliness and for good health” is Jumjel’s motto. The company has received advices from an international expert from the PUM Netherlands Senior Experts in order to enhance its integration of technological advancement in the area of production.

Their signature Tamarind and Plum organic syrup has gained a reputation not only in the local market but also the Thailand

market. Moreover, they have recently received the Food and Drug Administration (FDA)

Certificate in May 2017, and are now into manufacturing new organic syrups such as Lemon, Pineapple, and Mango.

Fresh and organic is the essential commitment for customers

The raw materials of Jum Jel’s syrup and juice are sourced locally. Plum and Tamarind are from the Salay, Chauk, Kyaukpadaung regions and all materials are grown organically without fertilizer.

“It is crucial for us to collect and use very fresh and organic raw materials – that is simply our commitment to our customers”, says Thet Su Htay. Since their raw materials are mostly sourced in the country, it is easier to maintain this factor. The final products are then sold in a one month credit payment term contract with the dealers. “We have a commitment to fresh and organic of our products for our customers”.

The technological feature of the products is the distillation process of the fruit so that it’s more aromatic, taste and organic without losing its freshness.

Technology and innovation has allowed the company to grow in such a way that Jum Jel

launches new tastes, aromas and colors for new syrups with its own production techniques. Their R&D team tests, samples to consumers, send questionnaires and listens to their feedback to meet the needs of the market.

Partnerships and government support to expand business

“Jum Jel is expected to grow in size. Currently, 80% of our sales are the Salay Syrup line. We are currently making a marketing plan to expand sales through wholesale dealers and conduct a seasonal promotion and gift voucher promotion. We are also planning to participate in a tradeshow to enhance our brand awareness.”

As for the international market expansion, Jum Jel has achieved

20% of overall sales in the foreign market due to the recent trade policy reform and modern transportation arrangements.

Utilization of e-commerce or online payments have also contributed to the growth of the international business. Jum Jel has utilized financial loans from Myanmar Apex Bank, SME Development Bank, as well as Japan International Cooperation Agency (JICA).

Make the use of trade fairs

The company likes to participate a trade fair, both local ones and international ones. It is the easiest and the most convenient way to find the right suppliers and business partners. Currently, Jum Jel has some offers from other interested countries to export the syrup too.

Company Profile

Corporate Name:

Jum Jel Co., Ltd

Established: 2000

Number of Employees: 11-50

International Activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions.

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Below: The team at Jum Jel Co., Ltd.



Above (left): Jum Jel Syrup’s production process with modernized machine

Above (right): Jum Jel’s two signature syrup: Tamarind and Plum

Kospermindo

Indonesia's leading seaweed provider to large domestic and international customers



KOSPERMINDO



Mr. Arman Arfah, Founder

KEY SUCCESS ELEMENTS

- Local agricultural products
- Technology for real time stock reports for customers
- Government support for IT system

PROFILE

Kospermindo (an abbreviation Koperasi Serikat Pekerja Merdeka Indonesia (Free Trade Union Cooperative Indonesia) has been established since 1999 by Arman Arfah.

The company develops seaweed cultivation in the region of South Sulawesi and Central Sulawesi.

Kospermindo has been providing seaweed as commodities to large domestic and international customers including the Indonesian government.

Business potential of seaweed from the Sulawesi Coast

Arman Arfah saw the business potential in developing seaweed commodity on the Sulawesi coast of Indonesia in late 1990s, and he established an assistance agency for seaweed cultivation. Since then, Kospermindo provides technical assistance to local cultivators through the supporting programs of the Ministry of Cooperatives and SMEs of Indonesia.

In an effort to support the sustainability of agro business in the coastal area, Kospermindo developed a set of cultivators' group centers with the assistance of BDS Bank and Savings and Loans institutions, while ensuring market certainty and a stable income for the cultivators through partnership with large domestic factories and international exporters.



Technology to grow the market: Mobile application 'PANRITA'

Kospermindo is actively utilizing the technology for efficient operation of the business. They have created a mobile application called 'PANRITA', which allows seaweed cultivators in coastal areas to report the stock status of commodities to their business-to-business customers such as the government in real time. This application is not only applicable for seaweed, but also for other commodities such as corn and rice.

Technology has taken over the manual method and enhanced the speed and accuracy of the business, thus improving the profitability to the cultivators. The ability to move fast with technology is critical to being competitive in the market.

Government support for warehouse management system

Kospermindo has been active in getting support from the government. One form of support the company has received was a warehouse receipt system.

It helps the company to keep track of the inventory in the warehouse with accuracy, speed and better internal control.



Above: The team at Kospermindo

Below: Process of seaweed collection, Survey of a team to check warehouse receipt



Company Profile

Corporate Name:

Kospermindo (Koperasi Serikat Pekerja Merdeka Indonesia)

Established: 1999

Number of Employees:

11-50

International Activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions

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LM Lima Angkor Food Co., Ltd.

When everyone abandoned something iconic in Cambodia, Lim saw it as the opportunity and turned it to gold



*Mrs. Lima Lim,
Founder & Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Daring to challenge the conventional thought and thrive to success

PROFILE

Following the collapse of the film industry in Cambodia 2006, Lima Lim together with her husband Meng Giap Kwong decided to start a small business as a spirit producer, LM. Lima Angkor Food Co., Ltd. in 2009.

The company, at first, only produced the highest quality Khmer rice spirit (Srasor Khmer). However, because the time taken to ferment can be up to one year

before the spirit can be sold, the two decided to introduce other products including Khmer Angkor cookies, Khmer Angkor chocolates, dried seasonal fruits, and other kind of snacks.

At the moment, LM. Lima is gaining its popularity among tourists and local visitors who come to Siem Reap. Their main customers include the Koreans, the Japanese, and the Chinese.

Turning copper into gold with national treasures

Among Cambodians, the Khmer rice spirit is an unpopular alcoholic drink as it is considered as a low-quality drink. Such misunderstanding roots way back in time when the production was not properly done and producers were lack of education in spirit production. However, the misperception has continued until today and that's what Lima wants to change through her high quality and properly fermented Khmer rice spirit.

In order to ensure the highest quality possible, LM. Lima neatly sources raw ingredients from within Cambodia. Moreover, to strengthen the Cambodian brand origin of its spirit, the company decided to use packaging in the form of a handicraft box that's designed and assembled by local Cambodians in Siem Reap

province. The move is also seen as a means to help provide employment to the local community. That being said, the Srasor Khmer from LM. Lima truly represents something Cambodia can be proud of.

A gift to snack not a snack to give

As has been mentioned, LM. Lima also produces and sells assorted kinds of sweets and snacks, including cookies and chocolate. What's really interesting is that the company takes its inspiration from Cambodia's famous tourist attractions such as the Angkor Wat and incorporates that inspiration into its products. For example, for the Khmer Angkor cookies, the shape of the cookies is the iconic Angkor Wat. The packaging and everything associated with the products also embody the real Khmer notion.

Such innovation puts LM Lima's products not as conventional supermarket food, but something so special that everyone, especially tourists, should buy, not as food but as precious gifts from Cambodia.



Clockwise: LM Lima Angkor Food's famous Angkor Coffee Wine // The collection of wine and spirits from LM Lima Angkor Food / The fermentation container of the spirit



Below left: LM. Lima Angkor Food staff working on loading its products before the shipping

Below right: LM. Lima Angkor Food's famous Angkor Wat shaped cookies



Company Profile

Corporate Name:

LM. Lima Angkor Food

Established: 2009

Number of Employees:

11-50

International Activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions

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LM-Lima-Angkor-Food-

CoLtd-1618790038338052

LYLY Food Industry Co., Ltd.

A driven and successful entrepreneur who wants to transform the food manufacturing industry of Cambodia



*Ms. Keo Mom,
Founder & Chief Executive Officer*

KEY SUCCESS ELEMENTS

- The method of 5S and Kaizen in production
- ISO 22000:2005 certified
- Food Safety Certificate

PROFILE

With the vision of wanting to see Cambodia having the full ability to supply food products with high quality and hygiene with reliability, the driven entrepreneur Keo Mom decided to establish her company LYLY Food Indus try to raise the standard in food manufacturing of Cambodia in 2002.

Apart from supplying to the Myanmar market, LYLY Food also exports to another seven countries covering North America, Europe, and Asia.

Collaboration promotes business success

Apart from being a profitable company, LYLY Food also has the objective of providing job opportunities to fellow Cambodians. The company creates markets for farmers to supply raw materials such as rice, corn, and potato flour to support the production of its famous rice crackers.

This generates collaboration between LYLY Food and its suppliers, since it allows the company to be economically more sufficient as most ingredients are sourced locally. Another benefit to it is that the objective also aligns with the Cambodian government's effort to reduce the percentage of poverty by providing employment to its citizens, which LYLY Food also emphasizes as its mission and aims to help by contributing in different ways.

Good ingredients and hygiene levels assured as the rule of thumb for success

Every company has their own rules of thumb when it comes to company success. When asked about what are the rules of thumb for LYLY Food, Mom firmly stated that there are two main things that the company really emphasizes on:

the quality of raw ingredients, and a standard level of hygiene.

LYLY Food pays a lot of attention when selecting raw ingredients for its products. Only home-grown rice, corn, and potato flour are selected for the production. This is done to ensure the quality of its snacks, while at the same time, it promotes local business activities.

In terms of standard level of hygiene, when it comes to consumable products, hygiene level is crucial. To ensure that the company is complied with the food standard regulation, the company, together with the ministries and several non governmental organizations, develops the product quality measure and the factory hygiene control.



The company also adopts advanced technology and applies it to its standard operations to minimize the potential effects that could undermine the success of rules of thumb.



Above: LYLY Food production site



Above: LYLY Food production site



Right: LYLY Food employees in protective clothing

Company Profile

Corporate Name:
LYLY Food Industry Co., Ltd.

Established: 2002

Number of Employees: 250

International Activities:
Export of goods to foreign countries

- Awards:**
- 5S Gold Award
 - Green Industry Gold Award
 - 2015 Young Entrepreneur Award of Cambodia
 - 2015 Best Enterprise Award

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National International Commercial Enterprise Ltd. (NICE)

The very first company to ever marketed and distributed machined produced roasted green tea in Myanmar



*Mr. Kyaw Thiha,
Managing Director*

KEY SUCCESS ELEMENTS

- Product tailoring to match with desired taste
- Strong personal branding

PROFILE

Founded in 1993 by Kyaw Thiha, National International Commercial Enterprise (NICE) focuses its business operations on green tea related business. Regardless of being a profit driven company, the company also has its clear objectives for regional development which can be summarized into two objectives: Opium Poppy Substitution and

Regional Economic Development. This company is the first company to market and distribute machined produced roasted green tea in Myanmar.

Currently, NICE operations span across green tea related businesses including green tea farming, green tea processing machinery design, production, and sale, green tea cultivation training, and green tea packaging and sale.

Product tailoring to match with desired taste

NICE sells its green tea under the brand Nara. The brand was inspired by the name of the town Nara, Japan, where the green tea seeds were from. During the establishment of the company, Thiha himself reached out to Japan for assistance in providing green tea cultivation and processing techniques, including providing the seeds as well.

Initially, Myanmar customers did not fully appreciate Japanese green tea much as the company marketed customers who drank tea while eating betel nuts. The company later found out that the customers needed stronger, shaper, and bitter taste from the tea is what customers were looking for. The finding encouraged the company to conduct researches and develop its tea utilizing multiple processing techniques to

arrive at the suitable taste to the local market.

Apart from attracting the local customers, Nara tea is also gaining its popularity among foreign tea drinkers. The brand can be found and purchased at Verlet Coffee & Tea shops in Paris, France. Moreover, NICE is also in the middle of the discussion to start export to the German market. The total revenue generated from international market is as high as 25%.

Strong personal branding as the mean for communication

Currently, the company does not invest in any official digital marketing channel, however, Thiha has very strong connection among the local Burmese people as he becomes one of a few who helps improving the local communities. Also, with 5,000 friends and over 2,000 followers on his personal Facebook, Thiha emphasizes a lot on his own personal branding and uses it as the mean to subtly advertise the company's products through his own page. As stated by Thiha, "Demand for the company's products are driven by his own personal branding, positive impact stories, and Thiha's actions in helping rural communities by providing employment to the locals.

Below: Kyaw Thiha along with his products at a trade fair



Below: The Nara Green Tea brand from National International Commercial Enterprise Ltd. (NICE)



Below: Kyaw Thiha conducting a knowledge transfer to the local villagers



Company Profile

Corporate Name:
National International
Commercial Enterprise Ltd.
(NICE)

Established: 1993

Number of Employees:
51-100

International Activities:
Export of goods to foreign
countries

Awards:
The company has received
local and international
recognitions

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Sinouk Coffee Co., Ltd.

As a pioneer of the Lao Coffee Development, Sinouk Coffee tackles the ASEAN market



*Mr. Sinouk SISOMBAT,
Founder & Chairman*

KEY SUCCESS ELEMENTS

- Brand Identity
- Local Brand with International Vision
- Innovation Spirit

PROFILE

Sinouk Coffee Co., Ltd. was established in 1994 as a coffee trader after Sinouk SISOMBAT moved back to Lao PDR after living in France for 30 years. The MBA graduate, however, didn't have any knowledge of coffee when he started off his business. With only three principles on his mind, which were 1) to work with a remote population, 2) to create employment, and 3) to work with

a local product that has export potential, Sinouk began to slowly build up his own coffee empire and now he's considered to be one of the most successful businessmen, and a respectful coffee expert, in Lao PDR.

It wasn't until 2004 that the company introduced its own coffee brand under the signature name of *SINOUK COFFEE*. It opened up its very first commercial coffee shop in the Pakse and extended its business activities.

As of today, Sinouk Coffee is the only company in Lao PDR to master the entire coffee value chain, which gives them a clear differentiation from other coffee players: from coffee planting in their own plantation, to coffee roasting, and distribution, and also the development of a coffee learning house and coffee tourism, the company's name is on everyone's lips when they talk about Lao Coffee.

Using finest raw materials for the finest cups

The Bolaven Plateau is located in the southern part of Lao PDR, Champasak province. The quality of the soil, combined with the high elevation and balance of sunny and rainy days on the Plateau all strongly contribute to the quality of the beans. Needless to say, most of the coffee produced in this region is still organic. Lao Coffee

definitely has high standards, which is something Sinouk has always highlighted.

Creating a local brand that is of such a high standard is the basis of the company's success, both locally and regionally.



Leading the coffee industry by innovative spirit

Not only does Sinouk Coffee roast and serve coffee with the best home-grown coffee beans, but they also show their sense of innovation about and mastery of coffee by creating new products on the Lao market, and acting as a pioneer in the coffee industry in Lao PDR. They're continuously inspired by market trends all over the world, and pay attention to their customers' needs and requirements, since the company has created a variety of products and opened up new markets for itself. Sinouk Coffee is today the only Lao coffee brand to produce and distribute Nespresso Compatible Capsules with 100% Lao Coffee. They've also launched Drip Coffee: ready to use fresh ground coffee in individual filtered bags. These two products reflect the ability of the company to raise the fame and quality of Lao

Coffee to international standards, which hasn't been done by any other company in the country before. This innovative spirit running through the company's veins enables them to access new markets, and tap into wider customer groups in the domestic market, but not only as Thai, Korean, and Japanese companies have already approached the company to distribute its products in their respective markets.

Paving the way for ASEAN

Mr. Sinouk has, over the years, built up the brand to a high level, thus reflecting the quality of Lao Coffee. With the combination of quality raw materials, innovation, and a Management that eyes bigger markets, the company is definitely preparing itself to expand into ASEAN through relevant and timely opportunities, says Sirina SISOMBAT-HERVY, Mr. Sinouk's daughter and Managing Director of the company.

Company Profile

Corporate Name:
Sinouk Coffee Co., Ltd.

Established: 1994

Number of Employees: 120

International Activities:
Export of goods to foreign countries

Awards:

- 2017: ASEAN Woman Entrepreneur of the Year
- 2017: Chevalier de l'ordre du Merite Agricole (decorated by French Ambassador)
- 2017 Japanese top 100 Lao Business Men
- 2016: Lao Business Award by LNCCI / Lao Prime Minister
- 2015: Listed as one of the ASEAN Outstanding SMEs in the Agrobased Industry and Processed Food
- 2015: Contribution for Development – Silver Medal, decorated by the President of Lao PDR

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Above: Sinouk Coffee Roasted Coffee Range

Left: Sinouk with his daughter Sirina at the Sinouk Coffee Resort



Above (starting clockwise): The French-inspired Café Sinouk in Vientiane Capital / Sinouk Coffee Plantation in Bolavens Plateau // Interior of Café Sinouk

Crescent Sdn Bhd.

One of Brunei's successful companies that provide lifechanging opportunities to students through an enterprising way of education



Mrs. Hajah Salma Hj Abdul Latiff, Founder

KEY SUCCESS ELEMENTS

- Good will
- Adaptability to change

PROFILE

Hajah Salma Hj Abdul Latiff (Hjh Salma) founded Crescent Sdn Bhd, or Crescent in short, in 2009 to provide online accounting and bookkeeping courses to students. Crescent has since collected several awards in recognition for its efforts and online course being accredited by a leading supervisory body for professional bookkeepers in the United Kingdom.

Only a year after its establishment, Crescent was awarded the 'Think Big' Award,

a local award presented by the Government of Brunei Darussalam to support local companies. In 2011, Crescent won the BICTA 'Islamic Brunei Educators' Awards in which the money awarded went towards building Crescent's well-known online education system. The company of eight later won the prestigious APICTA 'ICT Industry Awards' from the Asia Pacific ICT Alliance. Crescent Sdn Bhd was the first, and still is, the only Bruneian company to win this award.

Running the business with good will

"I opened this company not to become a millionaire. I was at a point where I have everything in life already. So, this is for Brunei", Hjh. Salma explained her decision behind setting up Crescent during the interview.

After Crescent received the APICTA award, Hjh. Salma was invited to London to meet with accounting associations. There, she met with the International Association of Bookkeepers (IAB) and the Institute of Financial Accounting (IFA). They signed the Memorandum of Understanding (MoU) which granted Crescent exclusive rights to offer IAB's course online in Brunei. The course, which is accredited in the United Kingdom, was later recognised by the Government of Brunei Darussalam, Crescent became the first online education

provider to be recognised in Brunei. Today, Crescent's certificate is also recognised in Brunei's job market.

One of the reasons that motivated Hjh Salma to start Crescent was the clear potential that she could see in Bruneians. Hjh Salma felt that with the right and affordable education, people could go far in life. One of her students shared how Crescent transformed her life: "When I got the certificate [from Crescent] I was so happy because all my life, I have been working as a clerk at the hospital where my job was to keep a record of official receipts from patients. I didn't want my children to be like me. I had to improve myself to become a better role model." Crescent gives Hjh Salma's students better prospects in their careers. Crescent welcomes anyone, from a young mother who wants to improve her life to an entrepreneur with little accounting and bookkeeping skills, to apply for the course, if not for the certificate, then for the pursuit of knowledge and self-improvement.

Going internationally through rigorous adaptability to change

Hjh Salma is cognizant of the crucial fact that businesses would always be affected a myriad of factors be it economic, sociological, technological or political. To counter this, Hjh Salma strives to employ an adaptive ability

to her business. “We want to expand our business”, Hjh Salma stated, “by trying to offer more products that can be accessed by not only the local Bruneians but by the international citizens as well.” One change that Hjh Salma is advocating is the transfer of services including education onto digital platforms. This is because people globally may not have enough time to attend school and are looking for education from online sources instead.

International accessibility is therefore very important to Crescent. One of Crescent’s Fintech

innovation products is a school management system called Shabakah. Currently, Hjh Salma and her team are working on the 2.0 version of this product so it can be accessed by people from anywhere in the world. Furthermore, as Hjh Salma tries to anticipate growing international demand, Crescent’s solutions have been offered to countries such as Malaysia, Singapore and the United Kingdom. Crescent is definitely going international and this is something the business community needs to keep an eye out for.

Company Profile

Corporate Name:

Crescent Snd Bhd.

Established: 2009

Number of Employees: 8

International Activities:

Export of service to foreign countries

Awards:

- APICTA ICT Industry Awards 2011, Asia Pacific ICT Alliance
- BICTA ‘Islamic Brunei Educators’ Merit Awards 2011 (Brunei ICT Award)
- Think Big Award

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Description starting from the top left (clockwise):

1. Hjh. Salma delivering a speech on IAB to the public at large in the iCentre.
2. The signing of the memorandum of understanding with the CEO of IAB, Malcolm Trotter in the presence of former BEDB CEO.
3. A student learning through the Crescent’s online course.
4. Exhibition of Crescent products in Marina Bay, Singapore.

Mindplus Education Pvt. Ltd.

Pioneering Islamic education across the digital space



*Mr. Pg. Khairi,
Founder and CEO*

KEY SUCCESS ELEMENTS

- Seizing the right timing
- Doing what the company knows best

PROFILE

Pg. Khairi is the founder and CEO of the growing IT solution provider company, Mindplus Education Pvt. Ltd. The company has been growing ever since its establishment in 2014, with the current offices based in two strategic location of Bandar Seri Begawan, Brunei Darussalam and Bandung City, Indonesia.

With the mission and vision of *“Making education most impactful with evolvement of technology”*, the company aims to bring about the change in education by utilizing disruptive technology as a mean to

deliver new and exciting solutions in the area of education to its client.

Currently, it is offering a number of learning platforms development solutions including eLearning content development and quality, eLearning expertise, eLearning industry innovation, and etc.

The importance of knowing when is the best timing

There has been three phases of innovation disruptions so far. It first started with the invention of computers in 1930. However, it wasn't until 1981 when IBM introduced the first personal computer that computers were commonly used. Then, we have the introduction of smartphone and social media, in which these have such immense impacts that transform almost everything including business landscape. And now, we start seeing the effects of the emergence of digitalization that have on how people live. Everything is moving towards digital. Innovations such as cloud technology, Internet of Things (IoT), automated machine, and etc. are subtly making its home within our daily life.

“Everyone is now accepting and embracing technology now. No matter if they are the government, institutions, individuals or our even parents, we accept technology to be integrated into our life.” Khairi emphasized. Therefore, in

terms of education, Khairi saw this as a perfect timing and great opportunity to begin trying to innovate the conventional way of education to adapt with such change.

The following question to Khairi was how can Mindplus stand out among its competitor, given the fact that other education technology (EdTech) firms also realized the opportunity. His strategy was to first pick the market that is exceptionally niche; the Sunni Muslim market. From his finding, he said there is no one who actually tries to raise the standard of the Islamic education through innovation. The company first started in Indonesia, where the country has over 200 million population and the majority are Muslims. The entry strategy was done through partnership with local technology entrepreneur. The two later registered and invented its first product called the *“Islamic Mind”*. The product is a comprehensive Islamic online education that comprises all Islamic-related topics that are commonly found on conventional written platforms such as books.



Perfecting what the company knows best

There was a saying that a fox knows many things, but a hedgehog knows only one big thing in an ancient Greek parable describing relentless but fail attempts of a fox in trying to catch a hedgehog because a hedgehog knows best how to defend itself from a fox. The parable was later transformed into a widely accepted business concept, *the Hedgehog concept*, and has been adopted by many successful organization including Mindplus as well, to perfecting what a company knows best and turns it to advantage over competitors.

Khairi explained that the most important element for Islamic education is the credibility. It is where many companies fail to deliver in their products. So, in order to have this, Mindplus has been in consultation and has partnered up with associations and universities to generate and improve the contents on *Islamic Mind* to be credible and reliable for anyone to use. This makes the company a strong player in the pedagogic area.

In terms of ensuring the innovation and quality of works, Mindplus is very keen and selective when recruiting talents such as skilled developers to join the company. Khairi elaborated that usually the company is likely to recruit talents from Indonesia. This is because the ecosystem of education in Bandung City, where the Indonesia office situated, is growing. There are a lot of established and well-accepted universities within the area and so it is important for the company to reap these top-of-the-cream talents from their early stage.

Knowing who to partner with for a greater success

Doing business these days is not easy. As Khairi explained, by knowing only when the best time to penetrate a market is may not be sufficient enough to generate sustainable growth. A company needs to identify its potential partner or whoever would be able to create synergy to drive the business.

Company Profile

Corporate Name:

Mindplus Education Pvt. Ltd.

Established: 2014

Number of Employees: 21

International Activities:

- Having foreign affiliates and branches
- Export of service to foreign countries

Awards:

The company has received local and international recognitions

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CANIFA JSC

A successful Vietnamese fashion house that has been growing more than 30% year on year




*Ms. Doan Thi Bich Ngoc,
General Director*

KEY SUCCESS ELEMENTS

- Being agile to consumers' behavior and trends
- Corporate teamwork

PROFILE

Originally established as a brand under GlorySun (Hoang Duong) Company, CANIFA later spun off as its own brand in 2001 under the supervision of Doan Thi Bich Ngoc.

Ever since the establishment, CANIFA has been constantly growing at the growth of over 30% in terms of sales.

Currently the company has a total of 96 stores nationwide.

Agility is everything in fashion business

Some people say that fashion is a mean for people to express their individuality and reflect their emotions. That is why it's very important for fashion houses to understand people and their surrounding trends that would affect their emotional state. For CANIFA, the brand cannot understand such fact less. In order to build the brand and to win the market, CANIFA tries to be as agile as possible in order to be adaptive to the ever-changing consumers' behaviour, demand, and trend. Currently, the company is boosting its agility by two ways; conduct a study on consumer's behaviour and trends and differentiate itself from other rivals.

The company always keep track of the consumer's behaviour and latest trends happening around the world. From there, the company can understand what consumers want and expect from upcoming collection. In addition, CANIFA also invested in new technology such as the 3D design technology and new materials and fabrics to be used in its designs for a better result.

Secondly, the company is now trying to, instead of being a follower, differentiate itself by following its own path in Viet Nam's emerging fashion industry by collaborating with overseas designers such as

from Italy and also with young and famous Vietnamese designers to create a sort of new excited vibe of fashion.

Running as a team

Another key success factor to CANIFA is the teamwork spirit that everyone of its employee has. Just like in anatomy, you need to have good functioning internal organs to have a visibly healthy body. For business, if internal functions are good, working culture is well set, and collaboration is in place then the result of the company's performance will be good.



Above: CANIFA store locations across Viet Nam



Left and above: Examples of CANIFA designs

Below: CANIFA store



Left: CANIFA's employees

Company Profile

Corporate Name:

CANIFA JSC

Establish: 2001

Number of Employees: 317

International Activities:

Export of good to foreign countries

Awards:

The company has received both local and international recognitions

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Irna La Perle

The Muslim-inspired wedding gown design house that captures the bride's wedding sense in each of its elegant and iconic piece



Ms. Irna Mutiara,
Founder

KEY SUCCESS ELEMENTS

- Muslim identity combined with international materials
- Technology and innovation for design and pattern
- Social media to disseminate brand image

PROFILE

Irna Mutiara studied fashion and worked as a designer in several garment companies before founding her own company Irna La Perle in 2008 with a brand concept 'Gowns for your special moment.

Irna La Perle has quickly gained reputation for a brand of a stylish Muslim wedding gowns to be sold in the Indonesian domestic market as well as in the European market.

Irna La Perle organizes single fashion shows and participates in international fashion events.

Focus on Muslim women who care about every details of the design

Irna La Perle's main customers are Muslim women who are brides-to-be and any women who want to express themselves as beautiful and stylish for special occasion. Irna La Perle captures the emotional needs of today's Muslim women, and offers lines of gowns and accessories skillfully crafted with materials selected across the globe. One example is their partnership with Swarovski, an Austrian crystal jewelry brand, for its single fashion show in 2014.



When fashion meets technology

"We need technology to developing innovative design, and we have used digital printers, beads machine, and sophisticated computers to make the design and pattern", says Irna.

Technology is vital for the fashion industry to disseminate brand image and designs to target customers.

"We present our collections and events on our website and social media such as Instagram, Facebook, Youtube and Twitter", says Irna. Irna La Perle is very keen to present the brand image at an international level to show a strong Muslim identity.



Expanding distribution channels from Local to Global

Irna La Perle has 4 boutiques in Jakarta and 1 in Bandung, Indonesia and distributes their products online with e-Commerce platform. The company has a

distribution agents in the South East Asia and the Europe.

Although currently concentrating in the domestic market, Irna La Perle also is on the search

for partnership overseas to distribute their identical gowns in international scale.

Above – From the collection 2016 Fond Marine Lumiere

Below – Single fashion show for the collections 2014



Company Profile

Corporate Name:

Irna La Perle

Established: 2008

Number of Employees: 11-50

International Activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions

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Na Forrér

A fast growing Bruneian fashion house making a name for itself big on the global stage

NAFORRÉR



*Ms. Farhanna Pura,
Founder & Creative Director*

KEY SUCCESS ELEMENTS

- Turns local wisdom into brand identity
- Social media as a tool
- Pricing strategy to drive the brand value

PROFILE

Farhanna Pura is a native born and raised Bruneian, with long interest and passion for clothing and fashion. After she finished her study in marketing in the United Kingdom, she came back to Brunei and established her own clothing brand as Na Forrér in 2010.

Her source of inspiration that fueled her is the famous British pop group, Spice Girls. The fact that each of the Spice Girls' member

has their own unique character encourages Farhanna to design unique, bold, and outspoken pieces to empower women. She states that her first goal would be to design something that can cater to all women in Brunei, while the ultimate goal would be to design for all ASEAN women. She would like to see ASEAN women use fashion as the mean to express their individualities, as what the Spice Girls did during their 90s' pop era.

The brand has a strong social media presence and it was invited to showcase designs at the Union Week in London with the theme of 'Embracing British Fashion'. Soon later, in October 2014, Farhanna was invited to showcase her designs at Mercedes Style Fashion Week in Kuala Lumpur, launching her first Ready to Wear Collection, "The Heiress"- to the public. Na Forrér's designs went far in 2015 by participating the HEYAQA event, showcasing 2 pieces of her traditional Songket wear.

Currently, the company is stocking in both Southeast Asia, Fashion Vallet, and in the United Kingdom, Haute Elan.

Reflecting local wisdom to differentiate, to be UNIQUE

"We surely can't compete against those large French or Italian design houses" says Farhanna. She also adds that in order to compete

we must bring what we are good at and incorporate them into the designs to differentiate the brand from competitors. She continues "I want people to know that I am a designer from Brunei. There is not many designer from Brunei and that is what I want to claim the title as."

Many designs from Na Forrér feature the "flower-like" made by woven songket (Jongsarat). The flower is, later, considered to be the signature flower for the Na Forrér brand. The use of yellow, black, white, and red color inspired by the royal Brunei flag in her design captures the sense of Farhanna's pride and love for her country. The design itself is simple and clean but stylish and elegant, in which it embodies the brand's concept of timeless beauty, chic, boldness, and coolness.



Above: The songket flower

Enhance brand exposure through social media

Doing business in today’s world where connectivity is high and people crave for new contents in almost every minute is tough. As for Na Forrér, the brand has very strong social media presence, in which Farhanna herself makes sure that the brand can be reached and is shown through multiple platforms including official website, Facebook page, Instagram, and etc. She also utilizes the Google Analytics as her marketing tool as well.

In 2013, an organizer of the Union Fashion Week in London found Na Forrér through social media and invited her to showcase pieces of the brand at the show, then followed by several international fashion shows later

in 2014 and 2015. The most recent milestone for Na Forrér was its *NFormation* collection which was a collaboration of design between Farhanna and 12 other Bruneian fashion & lifestyle bloggers at the London Fashion Week.

Premium pricing strategy to enhance the brand and its design value

In order to enhance the brand value, Farhanna applies the premium pricing strategy to her designs, together with only limited pieces of clothing for each collection. “The pieces are very limited; one piece for every design. One dress for one woman. This is to create the sense of individuality and specialty for the woman who owns the piece.

Company Profile

Corporate Name:

Na Forrér

Establish: May 2010

Number of Employees: 4

International Activities:

Stocking in Malaysia and the United Kingdom

Award:

The company has received local and international recognitions

Email:

Na.forrer@gmail.com

Tel.: +67 3 881 0333

Website:

www.naforrer.com.bn

Facebook:

www.facebook.com/naforrer

Instagram: @naforrer



Description starting from the top left (clockwise):

1. A coat dress with jacquard textile songket wear from the runway show at the HEYAQA event in Qatar, 2015.
2. An All White Affair section from Na Forrér’s latest collaboration under the *NFormation* collection.
3. The Enchantress collection, in which the pieces are for both the day and night. The use of yellow and gold hues is to represent the royal flag of Brunei.

Siti Khadijah Apparel Sdn. Bhd.

A telekung fashion house who redefines the traditional praying outfit and uplifts to the international standard



*Mrs. Aminuddin bin Mohd Nasir,
Founder*

KEY SUCCESS ELEMENTS

- Focus on Muslim heritage to bring it to an international level
- Media advertisement and digital marketing for consumer goods

PROFILE

Founded by Aminuddin bin Mohd Nasir with his spouse in 2009, Siti Khadijah Apparel started its business with Muslim prayer outfits. The company's vision is to elevate the fashion to the international heritage of the archipelago.

Today, the company distributes a variety of high quality prayer outfits in the domestic and global

market through their 23 stores inclusive one in Indonesia and now expanding to United Kingdom

Focus on Muslim heritage to bring it to international level

Siti Khadijah Apparel began its business selling woman prayer outfits (telekung) under the brand name of Siti Khadijah. Telekung is a special uniform used by the women from the Malay Archipelagos when performing their prayers, and is synonymously associated with the Malay Culture.

“It all began with the problem faced by most users of the telekung who couldn't find something comfortable to wear”, says Aminuddin. Seizing this as an opportunity, Siti Khadijah Apparel created a brand to distinguish itself as a maker of prayer outfits creating quality and comfort through innovative facial design and high quality materials.

Siti Khadijah Apparel seeks to preserve the history and heritage values of the telekung by adapting old and new features through its design and use of high quality traditional and high-tech materials. The patented design introduced by Siti Khadijah is mainly focuses on the facial design, ensuring comfort during prayer and stretchable material which will compliment any face shape and size. The materials used are of high quality

cotton, spun polyester, rayon and silk with the combination of beautiful crafted laces sewn in a meticulous manner.



Media advertisement and digital marketing for consumer goods

Today, Siti Khadijah has become the leading brand in woman's prayer outfits in Malaysia. The company now has stores in Jakarta, Indonesia and London, the UK.

Aminuddin says, “Media exposure to a local TV channel was a momentum to be recognized by a large audience of consumers. Since we were featured on a TV show, the business has been expanding”.

In addition to TV, the company is proactive about other types of media advertisement and digital marketing including Billboard, Google Ads, Facebook, Twitter, and Instagram.

“We wish to move forward globally by leading the telekung and diversification in the modest woman apparel industry through aggressive branding and product innovation”, says Aminuddin.

Below: Founders of the company, Aminuddin bin Mohd Nasir and his spouse
 The team at Siti Khadijah Apparel
 The factory of Siti Khadijah Apparel
 From the Classic Design Collection (2010-present)
 From the Modern Design Collection (2012-2015)



Company Profile

Corporate Name:
Siti Khadijah Apparel Sdn. Bhd.

Established: 2009

Number of Employees:
over 100

International Activities:

- Having foreign affiliates or branches
- Having consignees for production in foreign countries
- Export of goods to foreign countries

Awards:

- Winner of Premier Award, Bank Islam Utusan Shariah Award 2017
- Winner of Digital Marketing Award, Bank Islam Utusan Shariah Award 2017
- Finalist in National Innovation Award 2016
- First Women Entrepreneur Award 2016
- Four-star Score Rating under SME Competitiveness for Enhancement, SME Corp

Email: sk@sitikhadijah.com

Tel.: +60 10 6000 864

Website:
www.sitikhadijah.com

Facebook:
www.facebook.com/TelekungSitiKhadijah

Instagram:
[@telekung.sitikhadijah](https://www.instagram.com/telekung.sitikhadijah)

Bellary Enterprise

A passionate company aiming to bring chemical-free wellness through natural, holistic remedies for the Bruneian household



Ms. Diana Han, Founder

KEY SUCCESS ELEMENTS

- Strong and collaborative SMEs landscape
- Online marketing for the better reach
- Strategic partnership

PROFILE

Bellary Enterprise was established in September 2013 by Diana Han's passion in living a healthy, and chemical-free life. In 2010, she was diagnosed with Rheumatoid Arthritis which was the life-turning point for her and her family. She began her treatment soon after, but conventional medical treatments didn't work as effectively as she expected, so

she started on a different path to find an alternative therapy using healthenhancing botanicals such as herbs, flowers, and essential oils instead. Over time, she recovered and was amazed by the healing property of them and so she started her studies and researches and became a certified practitioner trained in field of aromatherapy, herbalism, and energy medicines.

She started Bellary Enterprise with the aim to bring this chemical-free wellness to household and encourage people to be more health-conscious and to live healthier and sustainable lifestyles. As of today, Bellary Enterprise has 2 associating brands under its umbrella; *Bellary Nature* (organic products) and *Reverie brand* (natural soap bar).

Internalization knowledge spillover and collaborative SMEs landscape

In Brunei, enterprises are closely connected to each other regardless of industries they are operating in. Many business owners usually participate to the exposition together, or trainings, focus group, and other business related activities together. So there are time when businesses share their business know-how and experience to fellow Bruneian businesses. In addition, this could be contributed to Darussalam Enterprise's strong support to link all businesses in Brunei together.

Diana also added that even though many companies operate in the health and wellness industry, the healthy industry rivalry and competition provide an impetus for her company. All of the businesses have their own strategy and target that they would like to pursue. So it is very collaborative in a way that companies help each other to improve the industry as a whole.

Perfecting different marketing tools for a better result

Given that the internet penetration rate in Brunei is considerably high, Bellary Enterprise takes this finding to derive its marketing strategy. Diana and her husband, Ted, exercise different online channel and social media tools such as weekly newsletter to email and random educational post on social media sites to advertise the products on different channels. Customizable online advertisement allows the company to be selective in terms of the target audience or time of the advertisement, and etc. So the possibility to create a tailor-toproduct advertisement is limitless, in which it helps the brand improve its effectiveness and reachability of advertisement to a larger group of the customers.

In addition to the aggressive conventional online marketing, Diana also utilizes another effective tool called the educationbased

marketing as a strategy to build customer's trust and create awareness for the brand. The difference of the education-based marketing is that the content of the advertisement does not include selling-based messages, but rather educational contents such as, in Bellary Enterprise case, ingredient facts, healing property, and tips for the usage of its products. Many companies have yet to master this marketing tool, but this is not the case for Bellary Enterprise.

Strategic partnership for future growth opportunity

Currently, Bellary Enterprise partners with Simpor Pharma, in which it is a Brunei's pioneer pharmaceutical manufacturing plant. The company is a foreign direct investment in form of joint venture between a Canadian firm, a local private equity fund and a group of local investors. The partnership would support the company with knowledge sharing and other more robust growth opportunities for Bellary Enterprise.

Company Profile

Corporate Name:

Bellary Enterprise

Establish: 2013

Number of Employees:

Less than 10

International Activities:

Export of goods to foreign countries

Award:

The company has received local and international recognitions

Email:

Support@bellarynature.com

Tel.:

+67 3 862 4602 / 898 9996

Website:

www.bellarynature.com

Facebook:

www.facebook.com/
bellarynaturebn

Instagram: @bellarynature



Above (clockwise):

Bellary Nature's four-formula facial masks; Velvet Therapy Antioxidant facial mask, Activated Charcoal Detox facial mask, Petal Perfect Beauty facial mask, and Sun Kiss Brightening facial mask / Bellary Nature's two-formula facial elixir; Rose of Dawn Drops and Ethereal Beauty Drops / Bellary Enterprise's staff with products / The newly introduced natural soap bars from Reverie brand

Gandang Kalikasan Inc.

A fast growing and trail-blazing Filipino social enterprise who made it big in a global stage



*Mrs. Anna Meloto-Wilk,
President*

KEY SUCCESS ELEMENTS

- Sustainable business model that involves all relevant parties in the production chain
- Remain true to its principles

PROFILE

The fast growing social enterprise Gandang Kalikasan Inc. (GKI) was founded in 2008 by the inspired trio Anna Meloto-Wilk, Camille Meloto, and Dylan Wilk. The company is a trailblazing genuinely natural consumer goods company driven by three core principles of Pro-Philippines, Pro-Poor, and Pro-Environment.

Its Human Nature brand became the first Southeast Asian brand to ever bear the US Natural Products Association (NPA) Natural Seal on its products. The company also receives numerous local and international recognitions.

Philippine-made products of uncompromising quality

To GKI, it is important to formulate and manufacture products only in the Philippines because it wants to help create a movement for excellent and world-class Philippine-made products.

Each of its products is neatly formulated from the company's own certified scientists and made with certified tested ingredients. Moreover, each supplier for the company is required to present an official certification that the ingredient is 100% natural and a formal documentation describing how the ingredient is processed.

The company evaluates each ingredient against the strictest international standards for natural products including the Natural Products Association and Europe's Eco-Cert.

Apart from the strict selection of raw ingredients, GKI also utilizes the latest technology in green chemistry and natural manufacturing in its production to ensure the consistency of quality of its Human Nature products.

Solid determination to improve the life of the Filipinos

As mentioned earlier regarding the three core principles, GKI internationally hires people from the low-skilled, marginalized sectors. This is not because the cost of hiring is low, but because part of its mission is to provide dignified work, fair living wages, and opportunities to develop to those who need them the most. Its end goal is to help families rise out of poverty and enjoy a better standard of living.

In addition, the company is also aggressively supporting young, budding social entrepreneurs by mentoring them in scaling up their businesses based on the premise that scaling up results in greater social impacts. By doing so, Human Nature stores act not only as the selling channel for its own products, but also for fifteen other social enterprise brands like Human Nature.

The company envisions a world-class operation and global presence for its Human Nature brand that brings focus to the quality and ingenuity of 100% Philippine-made natural products that promote love for the Philippines, love for the poor, and love for the environment.



Above: Anna's husband, GKI co-founder and CEO Dylan Wilk

Right: Anna's sister, GKI co-founder and Creative Director Camille Meloto



Above: GKI employee producing Human Nature products

Right: Human Nature booth at an event in Singapore



Left: Human Nature's 100% Natural Mineral Make up

Right: Human Nature's 100% Natural Body Scrub



Company Profile

Corporate Name:
Gandang Kalikasan Inc.

Established: 2008

Number of Employees:
More than 400

International Activities:
Export of goods to foreign countries

Awards:

- 2017 SME Company of the Year at Asia CEO Awards
- 2016 World Pioneer in Sustainable Beauty awarded by Organic Monitor in Paris, France
- US Natural Products Association accreditation for most of its products, 2016
- 2012 Global Social Entrepreneur awarded by the Schwab Foundation at the World Economic Forum
- 2011 Social Entrepreneur of the Year awarded by Ernst & Young

Email:
customer.service@humanheartnature.com

Tel.: +63 2 784 7788

Website:
www.humanheartnature.com

Facebook:
www.facebook.com/humanheartnature

Twitter: @HumanNaturePhil

Skin Inc.

An emerging Singaporean company who revolutionizes the world's traditional beauty industry



*Ms. Sabrina Tan,
Founder*

KEY SUCCESS ELEMENTS

- Investment in technology for digital marketing and product development
- Customized products to respond to personal needs of customers

PROFILE

Founded by Sabrina Tan in 2008 by her personal experience and problems with eczema, Skin Inc. is a fast growing cosmetic brand that offers customized products with the concept of 'My Daily Dose' to meet personal needs of customers.

With her career background in the IT industry, Sabrina Tan harnessed the use of technology

in product development and marketing to disrupt the beauty industry. Today, Skin Inc. is present in 100 cities with over 350 outlets across Asia, the US and Europe.

Investment in technology for digital marketing and product development

Skin Inc. was born digital. Former IT marketer Sabrina Tan says, "We pride ourselves as game changers and disrupt the beauty scene by scaling customization, leveraging technology and amplifying this concept via the digital economy. Digital has no boundaries. You can reach any target audience around the globe. Therefore, we invest immensely in digital marketing."

Advanced technology is also applied in their product development. They use a patented Japanese encapsulation technology, where the skincare ingredients are protected from the environment, eliminating exposure to light and oxidation. This ensures the stability of the ingredients and potency of the formulation.

Customized service to respond to personal needs of customers

Skin Inc. is an omni-channel brand, whose products are distributed through sales outlets as well as online.

Under both channels, Skin Inc. owns a proprietary algorithm called "My Skin Identity", which is based on decade of skin aging research. It enables individual customers to decode their unique skin identities, concoct a serum cocktail which is unique to them and take control of their skincare regimen.

"This is a new way where you can create your own serum without owning a lab", says Sabrina Tan. "My Skin Identity" can remotely diagnose skin concerns accurately and allow customers to find personalized skincare expert and products in a few clicks within minutes. This is a true strength which differentiates Skin Inc. from many other brands in the traditional cosmetic industry.



Below:

Skin Inc.'s store concept with clean white furniture contrasted with colorful bottles / Skin Inc.'s signature product 'My Daily Dose Custom Blended Serum Cocktail' / 'BENTO & Sachet Pack



Company Profile

Corporate Name: Skin Inc.

Established: 2008

Number of Employees:
51 - 100

International Activities:

- Having foreign affiliates or branches
- Having consignees for production in foreign countries
- Export of goods to foreign countries

Awards:

Winner of more than 100 beauty awards including:

- Elle Beauty IT List 2017
- Harper's Bazar SPA Award 2017
- Her World SPA Award 2017
- Style Beauty Best Buy 2016, etc.

Email:

enquiry@skininc.jp

Website:

www.iloveskininc.com

Facebook:

www.facebook.com/skininc

Codingate Co., Ltd.

A high-energy technology start-up that is pushing conventional technological boundaries and definitely a company to look out for



Mr. Sopheakmonkol Sok,
Chief Executive Officer

KEY SUCCESS ELEMENTS

- Skilled local talent and the company inspiration toward human capital enhancement
- Strong technology awareness

PROFILE

Founded in 2013 by a young talented entrepreneur Sopheakmonkol Sok, Codingate is a new business start-up that we should be keeping an eye on.

When the company was established, Sopheakmonkol wanted the business to focus on the social aspects. The company's current primary services include web & mobile application

development, technology product development, consultancy, and digital marketing. And it has serviced more than 70 companies and delivered more than 160 projects across all business sectors, both locally and internationally.

In 2016, Sopheakmonkol was awarded with the Cambodian Young Entrepreneur Smart Technology Award 2016, and was also listed in Forbes 30 under 30 Asia 2017 in the Tech Enterprise category.

An inspiration to develop local talent

Having graduated in Information Management from a university in the Czech Republic, Sopheakmonkol couldn't be more aware of the benefits of technology. He's always been passionate about empowering young talented Cambodians through guidance and direction. Codingate's very first project, *Skill Exchange Laptop*, recruited young students who were eager to develop technical solutions about coding, and in return, would receive a laptop when they succeeded. The project was extremely successful and has brought a lot of talent and attention to the company.

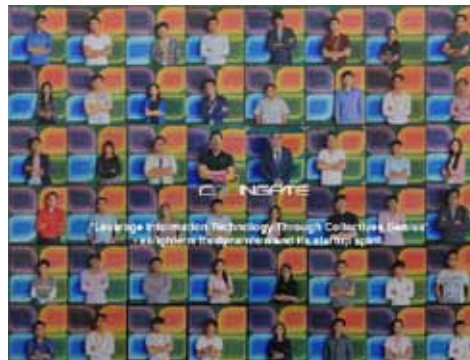
At Codingate, people are its most valuable assets. Sopheakmonkol explained that the company would only recruit young talented Cambodians who

not only have technical knowledge in an information technology related field, but also have passion for technological transformation. This is reflected by its purposeful corporate mission, which is to inspire and train young talented leaders to develop and use technology to create a positive impact on everyday people's lives and daily business operations."

Spreading technology awareness

In today's world, it's impossible to ignore the fact that technology has become a major influence in our life. It wakes us up every morning and stays with us until the last minute before we go to sleep. That's why Sopheakmonkol believes that it's crucial for everyone in Cambodia, especially the youth, to have some sense of awareness of this everchanging innovation.

To raise awareness, Codingate tries to challenge itself by continuing to explore and develop new technology that would enable further technological transformation for individuals, society, and the country, while still offering a quality service and delivering innovative products which clients appreciate.



Left: Services offered by Codingate
Above: The team of talents at Codingate

Right: Overall accomplishment of Codingate over the past four years since its establishment



Left: Codingate has been participating in numbers of activities and events including the Young Innovator Program and the Global Entrepreneurship Summit 2016 to Entrepreneurs

Right: Codingate has been featured in number of media coverage. While Sopheakmonkol was also listed under Forbes' 30 under 30 of Asia



Company Profile

Corporate Name:
Codingate Co., Ltd.

Established: 2013

Number of Employees:
11-50

- International Activities:**
- Having outsourcing of tech talents
 - Export of service to foreign countries

- Awards:**
- Best Startup, Cambodia ICT Award 2017
 - Smart Technology, Cambodian Young Entrepreneur Award 2016

Tel.:
+855 89 754 449 / 98 699 881

Website:
www.codingate.com

Facebook:
www.facebook.com/codingate

Twitter: @codingate

IC Microsystems Sdn. Bhd. (ICmic)

Malaysian electronics system design company with cutting edge technology based in Cyberjaya



Mr. Abd Rashid Munir,
President &
Chief Executive Officer

KEY SUCCESS ELEMENTS

- Intensive investment in innovation and R&D
- Strategic hub location
- Hiring and training leading industry professionals

PROFILE

Founded by Abd Rashid Munir in 2001, IC Microsystems Sdn. Bhd. (ICmic) is an electronics system design company and a leading fabless IC (integrated circuit) design house in Malaysia with headquarters in Cyberjaya. It has acquired the Multimedia-Super-Corridor (MSC) status. The

company has also been recognized with a number of awards in Malaysia, and has global-base customers. Today, ICmic is involved in several developments of system design, system network, sub-system modules design, wired and wireless and IC designs for use in various applications.

Intensive investment in innovation and R&D

Abd Rashid says, “We focus on the highest level of IC design technique; Mixed-Signals IC Design, which is more difficult to design than analog-only or digital only IC. We focus on the application development of those ICs such as Censors for Smart-Precision-Agriculture, Thin-Film Solar Cell, Ultra-Low Power Charge Controller Modules, Medical Instrumentation, etc. for use in different industries ranging from agriculture, manufacturing, medical, and telecommunication.”

These applications require cutting edge technologies. ICmic intensively invests in innovation and R&D, which leads the company to intellectual property of Ultra-Low Power ICs. The company also utilizes several fabrication process technology.

Strategic hub location in Cyberjaya

The company’s headquarters are based in Cyberjaya, Malaysia’s

first cyber city located only 40 km south of Kuala Lumpur.

Cyberjaya is a strategic industry part and provides ideal environment to attract world-class companies like ICmic to use it as a regional information age hub in terms of R&D.

There are a range of incentives and grants provided by the government as a part of its initiatives to develop technology and multimedia super corridor.

Hiring and training leading industry professionals

Based in Malaysia’s strategic hub, “Besides hiring the best local talents, we also attract best international talent from across the world particularly from US, India, South Korea, Pakistan, etc.”, says Abd Rashid. “Top companies in Cyberjaya provide competitive compensation. However, the largest incentive working in this hub for career ambitious engineers is the opportunity to gain highest industry knowledge and cutting edge technology”.

The company has its own lab with advanced R&D tools, where the company can support the skill and competency development of its professional staff.

In addition to its full-time professional staff based in Cyberjaya, ICmic outsources

part of its operations to selected vendors domestically in Malaysia as well as in foreign countries such as Taiwan, China and Indonesia.

The company is active in expanding distribution channel and has global-base customers from US, Europe, China, Middle East, and the ASEAN region.

Company Profile

Corporate Name:
IC Microsystems Sdn. Bhd.

Established: 2001

Number of Employees:
11-50

International activities:

- Having out-sourcing of services in foreign countries
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions including:

- “Innovation Excellence Award” and “Export Excellence Award” by Telekom Malaysia 2012
- Malaysian Most Innovative SME Company 2010
- The SME Innocert Award 2010, etc.

Email: ask.icmic@icmic.com

Tel.: +60 3 8319 1919

Website: www.icmic.com

Below: IC Microsystems Sdn Bhd. was awarded as the winner for the Most Innovative SME from the SME Corp



Above (Clockwise): 2010 Most Innovative SMEs Awards / Agriculture’s Wireless Sensor Network / A prober /

IX Telecom Sdn. Bhd.

A rising telecommunication company that serves both local and international clients with its excellent one stop service



Mr. Noor Mohd Helmi bin Nong,
Founder

KEY SUCCESS ELEMENTS

- One Stop Shop for ICT connectivity
- Human resources and local talent with extensive ICT skills

PROFILE

Founded by Noor Mohd Helmi bin Nong in 2008, IX Telecom is a one stop shop company that partners with leading telecommunications companies in the world and provides connecting services to its clients. Noor Mohd Helmi got this business idea while he worked for Air Asia as an IT engineer, and decided to launch a virtual network operator.

IX Telecom has a team of experts providing full range of ICT services globally in over 200 countries.

One stop shop for ICT connectivity

IX Telecom doesn't have its own infrastructure, but instead partners with leading telecommunication providers to leverage their infrastructure to its clients. This allows the company to become a one stop shop.

IX Telecom's network operation center is open 24 hours a day and 7 days a week. "We go far beyond simply providing network sourcing – we design, build and manage complete network solutions to meet our clients' global requirements in the most competitive and comprehensive way possible", says Noor Mohd Helmi.



IX Telecom's connectivity services include Global Internet Access, IP VPN, Point to Point Connection, Hosting, Machine to Machine connection.

The company has its branch offices in Jakarta, Indonesia, Singapore and Philippines.

Human resources and local talent with extensive ICT skills

Noor Mohd Helmi says that their success element is its people. In the ICT business, the skill set of human resources is particularly important.



With this in mind, IX Telecom is keen to attract top talent with extended experience. IX puts extra emphasis on the well-being of their staff by having a work-life balanced environment. What IX aims to is to be a top telecommunication company with world-class employees who are professional in their work while still having fun at the same time.

This is done through a challenging career opportunity for its staff, in which they can improve their skill set on-the-run and enhance their value contribution to IX Telecom.



Below:

Talented staff at IX Telecom, Working space to provide work-life balance environment, Staff introducing the IX Telecom services to its clients at trade show



Company Profile

Corporate Name:

IX Telecom Sdn. Bhd.

Established: 2008

Number of Employees:

11-50

International Activities:

Having foreign affiliates or branches

Awards:

The company has received local and international recognitions including:

- The BrandLaureate - SME Best Brand 2016-2017
- Honesty Enterprise Keris Award 2017
- Bank Islam - Utusan Shariah SME Awards 2017
- Golden Bull Awards 2017
- TOP 25 Managed Service Providers by APAC CIO Outlook Magazine, etc.

Email: sales@ixtelecom.net

Tel.: + 60 3 8686 8888

Website:

<http://ixtelecom.net>

Facebook:

web.facebook.com/ixtelecom

Lao IT Development Co., Ltd.

The ever growing tech start-up from Lao PDR which carefully uses upcoming technology to fuel its growth



*Mr. Thanongsack SOUKSAVAT,
Founder and Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Technology driving success
- Establish a network to survive

PROFILE

Lao IT Development Co., Ltd. is founded in December 2010 by Thanongsack and three other cofounders who shared mutual passion about information technology. The four found each other through an online IT community platform called Laoza.com in 2006.

The company works as a combination of a social enterprise and a private company. The

current vision includes promoting the development of Lao society and its people to reach global standards in information technology and to have products that can serve the global market. Currently, Lao IT Development is offering multiple IT-related services including software development and website design & development. Also, it has experience in working for multinational companies such as Chevrolet and Mazda, and national governmental entities including the National Treasury, and more.

Even though the company has only been established for less than 10 years, it has received multiple forms of recognition and awards on the local and regional stage that represent the milestones of success for Lao IT Development and Lao PDR.

Always stay one step ahead using technology

With technological disruptions happening almost every single day in every corner of the world, it's crucial for Lao IT Development to stay up to date with whatever is happening. The rapid changes put pressure on so-called *tech companies* like Lao IT Development to keep reinventing themselves. What works yesterday, may become obsolete tomorrow. Thannongsack explained that staying up to date with all of the new innovations can help the company provide the best solutions

for clients - no matter if it's a software, content, or other aspects. In return, this would yield the best outcome and lead to higher client satisfaction. In terms of internal development, such a breakthrough can increase the quality of the company's services to meet global needs and standards.

The company also incorporates technology into their standard operations like their marketing and document management system. One of the strategies used by Lao IT Development is Search Engine Optimization (SEO). This ensures that the company's website and its related contents are visible and searchable on search engines, so that potential clients can get in touch with the company.

It can't be emphasized enough how important digital marketing is to the company. The most common marketing channel that many growing businesses are using is online marketing, mainly through social media such as Facebook and Instagram. Lao IT Development uses Facebook marketing as the prime tool to get connected to its client.

A lone wolf cannot last long without its pack, so does a business

According to Forbes, one of the biggest mistakes business owners make is trying to do everything alone. Sure, every business starts

small: It can be founded by even one person or a group of friends who share the same dream. However, as it grows, a business should start to think about bringing in outside skills and expertise to fuel growth. Another common way is to use the concept of strategic partnerships and alliances to achieve more success.

Currently, Lao IT Development is part of the IoT ASEAN Network, which is also a partner with

many local and international organisations such as the Lao ICT Association (LICA), DATACOM, Alo Technology, and Gravitech. At the same time, being a member of the Lao National Chamber of Commerce and Industry (LNCCI) provides the company with numerous forms of support for its growth opportunities including business matching opportunities, seminars, training, and knowledge sharing sessions.

Company Profile

Corporate Name:
Lao IT Development Co., Ltd.

Established: 2010

Number of Employees:
Less than 50

International Activities:
Having outsourcing of service in foreign countries

Awards:

- Golden award in ASEAN ICT Award 2012 in digital content category
- World Summit Award SEA 2016 as regional best practice
- ASEAN Business Award Lao PDR 2016, Lao Priority Integration Sector Excellence Awards

Email:
info@laoitdev.com

Tel.: +856 21 562 905

Website:
www.laoitdev.com

Facebook:
www.facebook.com/laoitdev



Above: Lao IT Development’s e-magazine, E-Corner. The magazine is a monthly IT based magazine without any printed publication released / Thanongsack and his team was selected and interviewed by the Japan External Trade Organization (JETRO) to be featured in One Hundred Successful Business Persons in Lao publication. The publication is planned to be published in Japan.

Below: Lao IT Development’s awards given // The team of success at Lao IT Development



Max Media Co., Ltd.

The very first pioneer in Lao PDR's media and advertising industry who has been growing in size and revenue ever since its establishment



*Mr. Somphong Phothisane,
Founder and President*

KEY SUCCESS ELEMENTS

- Always making the company attractive
- Absence of competition
- Support from the government

PROFILE

Having had experience in fine arts and creative activities in Thailand for two years, and foreseeing an opportunity due to the absence of any media businesses in Lao PDR in the late 1990's, Somphong Phothisane decided to move back to his home country from Thailand and establish his own advertisement and event management company. And that marked the beginning of Max Media Co., Ltd.

When the company was newly established, it offered only an advertising service and event management service and was run with only five to six people with very limited technological support. Then later the company began offering other services.

The slogan *'Fast service with good quality and an international standard provided for our customers'* is what Max Media emphasizes through its standard business conduct. As evidence of this, the ISO standard on Quality Management System ISO 9001:2008 certificate was awarded to the company, and it is the only printing company in Lao PDR to ever receive this certificate.

Self-reinvention to keep the company attractive

The advertising and printing business has always been a competitive industry, so companies should always make themselves attractive to existing and potential customers. "The main competitor is no one else but the company itself," stated Somphong. One way for a company to reinvent itself is by incorporating new technology into products or services being offered. This helps create excitement about an advertisement or printing among customers and customers' customers, and that's why customers will keep hiring the company.

At Max Media, both high technology software and standard hardware are used in work production. Somphong explained that the more investment you make in technology for production, the better the end results will be. If there's any failure in the production, it will affect the entire value chain of the operation and that is what every company doesn't want.

An absence of foreign entrepreneurs in the industry

Luckily, in Lao PDR, the advertising and printing industry is largely reserved for Lao people to hold a license to operate. Therefore, there has been no market intervention from any foreign investors in the industry. The competitive ground has still been a local one. Moreover, because Max Media was the very first pioneer company in the industry, the company is now more efficient and economically competitive compared to newcomers since it has accumulated knowledge and other related business know-how over a decade.

Excessive support of the Lao government to strengthen the local businesses

Lao PDR wants to emphasise the importance of small and medium enterprises in the country.

Therefore, the government has provided support in the form of workshops, knowledge sharing sessions, and seminars from overseas companies for businesses, including those operating in the advertising and printing business.

Max Media is also a member of the Lao National Chamber of Commerce and Industry (LNCCI), which provides the company with various opportunities to join international business matching, seminars, and training abroad.

Company Profile

Corporate Name:

Max Media Co., Ltd.

Established: 1998

Number of Employees: 60

International Activities:

Having outsourcing of service in foreign countries

Awards:

- ASEAN Young Entrepreneur Awards 2016
- Lao Business Award 2016
- ASEAN Business Leader Awards 2012

Email:

advertising@maxmedialao.com
 sale@maxmedialao.com
 design@maxmedialao.com

Mobile: +856 21 264 441

Website:

www.maxmedialao.com

Facebook:

www.maxmedialao.com
 www.facebook.com/
 maxmedialaos

Official Line: @maxmusic



Above: Somphong receiving his award at the Lao Business Award 2016

Below: The printing site of Max Media under the name *Max Offset*



Above (starting from the top):

Services offered by Max Media Co., Ltd.

- 1) Billboard for Rent
- 2) Vehicle Graphics
- 3) Light Box
- 4) Art Box
- 5) Booth & Event Organizing

Algaetech International Sdn. Bhd.

A recently IPOed company that offers the world the power of abandoned algae in the form of food and cosmetics



Mr. Syed Isa Syed Alwi,
Founder & Managing Director

KEY SUCCESS ELEMENTS

- Investment in R&D
- Strategic growth through outsourcing and Initial Public Offering (IPO)

PROFILE

Founded by Syed Isa Syed Alwi in 2006, Algaetech International provides a bio technological solution to food sustainability within the South East Asia region with Algae. The company develops high-value food and cosmetic products from algae that contains a powerful anti-oxidant effect. The company also supplies raw materials to other business customers.

Today, Algaetech International's products are distributed across Malaysia and Indonesia and other countries.

Investment in R&D for highvalue bio technology

“Initially we discovered Algae for the purpose of renewable energy, a source of biomass, and spent years conducting R&D to convert it into an alternative for biofuel. Later, this research led the company to move into the high-value Algae development for food for health conscious people”, says Syed Isa. Since 2012, the company has looked into Astaxanthin, which is known to have powerful antioxidant effect, and later launched a line of skincare products.



The company produces the raw materials in-house in their facility. They cultivate *Haematococcus pluvialis* by sourcing media (fertilizer) from local suppliers. Algaetech International is the only one of its kind in Malaysia that is able to provide a sustainable solution of healthy food and

skincare products. Syed Isa views algae as the protein of the future and an alternate feed for the region whose population is growing.

Strategic growth through outsourcing and Initial Public Offering (IPO)

The company engage in both business-to-business, as a raw material supplier, and business-to-consumer, by selling their own food and cosmetic products.

Currently, the company's sales are made 70% by the domestic market and 30% for the international market. Syed Isa stipulates a strategic plan to expand the international market to 70% in a mid-term perspective, particularly along with the growth of the Indonesia market. With this strategy in mind, the company is looking to outsource its cultivation technology to other countries in the future. They also have eyes on the IPO for the longterm perspective to expand the business globally.



Below: Algaetech International's production site



Below: Algaetech International's Anti-aging cosmetic line, Asta Plus EX supplement, Egg with Astaxanthin



Below (left to right) : Algaetech's employee identifying Haematococcus Pluvialis cell using a high tech microscope / Algaetech's employee working on media formulation



Company Profile

Corporate Name:

Algaetech International Sdn. Bhd.

Established:

2006 (Algaetech Sdn. Bhd.)
2010 (Algaetech International Sdn. Bhd.)

Number of Employees: 51-100

International Activities:

- Having foreign affiliates or branches
- Having out-sourcing of services in foreign countries
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions including:

- Finalist, Federation Malaysia Manufacturer Awards, 2017
- Malaysia Most Impactful Healthy Product Award, 2017
- Entrepreneur Personality & Industry Award, etc.

Email: info@algaetech.com.my

Tel.: +603 2332 6960

Toll free.: 1 300 88 2782

Website:

www.algaetech.com.my
www.premia.com.my
www.astatude.com

Facebook:

www.facebook.com/
AlgaetechInternaational
www.facebook.com/Premia.
Natural.My
www.facebook.com/astatude

An Khanh Precision Engineering JSC (ANPECO)

A leading Vietnamese cable ladder manufacturer supplying to multinational corporations



*Mr. Pham Duc Thinh,
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Conformity to international standards
- Investment in R&D
- Linkage to multinational corporation

PROFILE

Founded by Pham Duc Thinh in 2012 in the Nam Tu Liem District of urban Hanoi, ANPECO is a manufacturing company that specializes in cable ladders, cable trunks and electrical cabinets. The company recently opened its second factory in an industrial zone in the Hoai Duc District of Hanoi to manufacture medium low voltage cabinet control panels. In 2017 ANPECO opened its third factory and warrant center in Ho Chi Minh City.

Conformity to International Standard

Pham Duc Thinh founded ANPECO shortly after graduating from Hanoi University of Science and Technology. With his degree in engineering, Pham Duc Thinh strived to conform to international standards, and the company soon received the ISO 9001-2008 (Quality Management System) Certificate and Certificate of Conformity for Electric Cabinets. “We source only a limited amount of raw materials locally as the quality doesn’t meet the required standards of both ANPECO and its customers,” says Pham Duc Thinh. “Most of the raw materials are imported from Japan, Korea and China.”



Investment in R&D

ANPECO believes that technology is the key to its business development. The company spends about 30% of its annual profit on R&D. Their pursuit for perfect quality has resulted in ANPECO now being internationally recognized.



Linkage to multinational corporation

“Be proactive, be creative, be professional, and be thorough are our rules of thumb,” says Pham Duc Thinh. With a big vision for developing its business-to-business distribution, ANPECO focuses on being involved in large construction projects, therefore targets being linked with multinational corporations such as hospitals, hotels, and electronics companies. ANPECO named a few of their key construction projects:

- Bac Ninh Obstetrics and Gynecology Hospital
- Thai Binh Thermoelectricity Factory
- Nokia Factory
- LG Factory
- Canon Factory

ANPECO is aiming to expand its market share with a competitive pricing strategy for high quality products to win more iconic projects for multinational corporation customers.



Above:
 Inside of ANPECO's factory manufacturing cable trunk and electrical cabinet, ANPECO's electrical cabinet, A selection of ANPECO's key construction projects for multinational corporation customers

Company Profile

Corporate Name:
 An Khanh Precision Engineering JSC (ANPECO)

Established: 2012

Number of Employees:
 51-100

International Activities:
 Export of goods to foreign countries

Awards:
 The company has received local and international recognitions

Email:
info@anpeco.vn

Tel.: +84 043 789 4451

Website:
<http://.anpeco.vn>

Facebook:
www.facebook.com/anpeco



Asia Amro Industry Co., Ltd.

The specialized manufacturer of emergency light, exit signage, and LED lighting, who has been served wide range of major clients for over forty-five years



Mr. Theerachai Jumpolsathien,
Managing Director

KEY SUCCESS ELEMENTS

- Product placement strategy
- The utilization of network and insights
- Selection of authorized dealers

PROFILE

Asia Amro Industry Co., Ltd. was established in 1972 but hasn't been registered until 1999 as a small family business. Theerachai Jumpolsathien later took on his father's role as the Managing Director in 2007.

The company is experienced in emergency lights, exit signs, LED lights, and lighting battery manufacturing. With over 45 years of experience, Asia Amro Industry has served a wide range of major clients from contractors,

department stores, hoteliers and hospitals across Thailand and the region.

Currently, Asia Amro Industry is manufacturing its products under two brands: *Safeguard* and *Savlite*.

Knowing your product and market that you want to sell to

Having graduated with an engineering background, Theerachai couldn't emphasise more of the importance of having business knowledge. "The most common Masters programmes my friends pursue are either finance or MBA, but actually marketing is a weakness for engineers. We're good at calculation and technical terms in manufacturing, however we have no idea on how to market the products we make. That's why I decided to study my Masters in Marketing from Thammasat University," he added. The studies equipped him with sufficient knowledge to look after the entire family business, not only just production.

As for Asia Amro Industry, Theerachai places his products as moderate towards the high-end of the spectrum. Even though the company sells at a much higher price compared to substitution Chinese products, the quality and endurance of products are incomparable. "After just one

simple touch, people would automatically know that our products are worth spending more on."

One of the examples would be its emergency light under the *Safeguard* brand that has been introduced to Myanmar. Theerachai explained that the company's emergency light costs about two to three times higher than those that are Chinese manufactured. The company realised that black-outs are a very common issue in Myanmar. Each black-out can be as long as six hours before the electricity returns. Therefore, the company produces an emergency light that can last up to seven hours or so to match the local demand. As a result, the price has little effect on customers' decisions when deciding between *Safeguard* emergency lights and Chinese made emergency lights.

Network as a horse, information as a sword

Asia Amro Industry has stepped into the LED light market in 2013 due to the positive growth prediction of the market.

However, what's really interesting wasn't the decision to enter the market itself, but the information the company has accumulated through its network that led to the execution of the decision to enter. As Theerachai explained, being offered the

privilege to work with a broad range of clients gives the company insight on where each industry is heading toward. For example, with LED lighting, the government has been encouraging citizens to use electricity efficiently. One way to do so is to switch from traditional lighting to LED lighting, which consumes less electricity. By knowing this early, the company decided to enter the market just at the right time.

This simply justifies the famous saying that information is the power to drive business.

Be selective with authorised dealers

The current international expansion strategy for Asia Amro Industry is to have an authorised dealer. However, it can't be just anyone, said Theerachai.

When selecting a dealer, Theerachai makes sure that potential candidates know the product well, so well that it feels like they're selling for their own brand. Without this mentality, they wouldn't be able to generate sales or make customers understand the difference.

Company Profile

Corporate Name:

Asia Amro Industry Co., Ltd.

Established: 1999

Number of Employees: 110

International Activities:

- Having consignment for production
- Export of goods to foreign countries

Awards:

- Thailand 8th SMEs National Award 2016
- Thailand 7th SMEs National Award 2015
- 33rd Conference of ASEAN Federation of Engineering Organizations

Email: sales1@aai.co.th

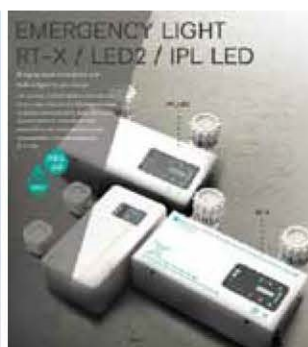
Tel.: +66 2 927 7111

Website:

www.aai.co.th

Facebook:

Asia Amro Industry Co., Ltd



Left: Theerachai with the products manufactured by Asia Amro Industry Co., Ltd.



Above: Asia Amro Industry's staff conducting the luminaire specification



Above: Asia Amro Industry's LED installation



Right: Asia Amro Industry was awarded at the 7th SMEs National Award

Bách Tùng Mechanics & Constructions Co., Ltd.

The mechanical manufacturing company that aims to lift up the Vietnamese mechanical world



*Mr. Nguyen Ba Tung,
Founder*

KEY SUCCESS ELEMENTS

- Being a first mover when seizing opportunities
- Business operation excellence

PROFILE

Bach Tung was founded by Nguyen Ba Tung in May 2005 with his passion for manufacturing mechanical products and the desire to drive forward Viet Nam's mechanical world.

With over 10 years of experience in machinery processing for the Japanese market, Ba Tung doesn't stop striving to provide the best products and services for his customers.

Prior to starting his own company, he graduated from the Ho Chi Minh City University of

Technology with a Bachelors in Mechanical Engineering in 2004. He then started his job with a Japanese company as a supervisor, where he had learnt so much about Japanese business and culture.

In 2005, he left to establish his own mechanical facility as the founder with a capital investment of \$10,000 and revenue of \$15,000 with only four employees.

In 2015, Bach Tung Mechanics & Constructions Co., Ltd. had a capital investment of \$1,000,000 and revenue of \$1,850,000 with 100 employees.

Seizing opportunities due to increasing demands for hiotech machinery

Bach Tung is an enterprise specializing in providing products and services for individual customers as well as enterprises, especially enterprises in export processing zones and industrial parks in Viet Nam.

Nguyen Ba Tung first witnessed an increase in demand for technological machinery and equipment in 2005, which is why he established his own company to supply this demand, both being able to utilize his technical knowledge and generate a new source of income.

When opportunities arose, he would attend international shows in hi-tech countries such as

Japan, Germany and France, while also using those fair events as a platform to advertise and promote his products to foreign countries.

Within the company itself, they've replaced all second-hand machines with new machines that use modern technology, particularly a CNC machine from Brother Industries, Ltd. of Japan, which has the ability to turn and mill with five axes.

Cost reduction through automation while being passionate about customers and with a competitive spirit

"Our competitors include companies operating similarly to us, especially companies from China," said Ba Tung. Since the Chinese companies usually offer a lower price, Bach Tung has to strive to reduce costs, mainly from less value-added labor costs. Adopting automation is one of the key solutions to minimize labor costs.

Bach Tung provides a platform for manufacturers in Vietnamese export processing zones and industrial parks to supply materials to large enterprises. Since there has been a gradually increasing demand, the company aims to take this opportunity to expand its business in this market.

While pursuing business expansion and profit, Bach Tung prioritizes the value of integrity and trust with customers. “Giving is receiving,” said Ba Tung. He believes that cultivating this business mindset in all of the working staff is an essential path to success. “If you work hard and make good products and services for society, then society will bring you good worth.”

Bach Tung’s team also shares a passion for customers and a competitive spirit that drives them towards excellence. Managers and staff must also fully understand the core values: ‘Humanity – credibility – creativity,’ be willing to learn, and have a strong proactive and creative spirit, while possessing solid teamwork, management and leadership skills.

Making use of support programs from Vietnamese and Japanese entities

“We’ve received support from the Vietnamese and Japanese governments and organizations,” said Ba Tung. Those organizations include the Supporting Industry Enterprises Development Centre (SIDEK) from the Ministry of Industry and Trade, the Assistance Center for SMEs Enterprises in the South (SMESTAC) from the Ministry of Planning & Investment, the Viet Nam Chamber of Commerce and Industry (VCCI), the Japan International Cooperation Agency (JICA), and the Japan External Trade Organization (JETRO).

Those governments and organizations provide technical and financial support to SMEs in the supporting industries so that they can link with large enterprises in the manufacturing supply chain.

Company Profile

Corporate Name:

Bach Tung Mechanics & Constructions Co., Ltd.

Established: May 2005

Number of employees: 100

International activities:

- Business with Japanese enterprises
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions

Email:

info@bachtung.vn

Tel.: +84 8 54 332 073

Website:

www.bachtung.vn



Above:

Bach Tung’s factory / Bach Tung’s technician working on a high-precision product, which will be supplied to large Japanese and multinational enterprises operating locally in Viet Nam

Right:

Bach Tung together with his team, showcasing their products at the Hannover Trade Fair in Germany



Builders Biomass Sdn. Bhd.

The Malaysian pioneer in bi-technological products manufacturing which transforms residuals into massive revenues



*Mrs. Mary-Ann Ooi Suan Kim,
Founder*

KEY SUCCESS ELEMENTS

- Stability and sustainability of supply
- Macro-economic view to contribution to the national export

PROFILE

Mary-Ann Ooi Suan Kim is the founder and Chairman of Builders Biomass Sdn. Bhd. With her legal background as Barrister-At-Law of Lincoln's Inn UK and Advocate & Solicitor of the High Court of Malaya, Kim founded Builders Biomass in 2010 as a passionate believer in three pillars: sustainability, protection of bio diversity and the extensive damage caused by climate change.

Builders Biomass is an integrated bio-energy solutions

provider and manufacturer of a range of biomass products and its related bio technological services. As an industry pioneer, Builders Biomass uses its proprietary, fully automated technological process and system integration to convert agricultural and forestry biomass into clean renewable energy in the form of solid biofuel.

As an ardent believer of academic excellence and continuing professional development, Kim was elected as Honorary Secretary of the Inns of Court Malaysia. She is also the winner of the British Council Study UK Entrepreneurial Award 2017 and numerous other awards.

From residues to revenues: agricultural and forestry biomass into clean renewable energy

“The success element of our business with local products is the stability and sustainability of supply”, says Kim.

Builders Biomass is the only organization in this industry to be certified with Research & Manufacturer to ISO 9001:2008 standards. Its intensive R&D combines mechanical engineering, atmospheric chemistry and environment expertise to analyze the environmental contaminants and particulate data and subsequently traps and reuses the residues with innovative

proprietary pollution control. This has resulted in Builders Biomass being the only organization in this industry worthy to be certified with ISO 14001:2004 standards.

Evidencing its strong commitment to highest standards of quality and environmental management systems, Builders Biomass was the first Malaysian company to have passed the due diligence conducted by South Korea power plant companies for supplying of the solid biofuel when South Korea implemented their Renewable Portfolio Standards in 2012.

Macro-economic view to contribute to the national export

Builders Biomass' business model is business-to-business and business-to-customers. They sell products and services to the residential, industrial, central utilities and power plant sectors. Their sales share is made 85% by the export market (mainly to Korea, Japan, China, Singapore and EU) and 15% by the domestic market.



As for the distribution network, Builders Biomass is strongly connected with large enterprises such as Korean ‘Chaebol’ and Japanese ‘Sogo-Shosha’ namely conglomerate and trading house.

Their products have a high reputation in the market as quality solid biofuel that will not harm users’ equipment with timely delivery.

The company is also proactive in obtaining government support programs such as innovation grant and project support from dialogue partner countries.

Influencer and leader of women entrepreneurs

As influencer of sustainable development, Kim is regularly invited to present and share her

thoughts globally at international conferences and summits. Kim was honored as Outstanding Woman Entrepreneur in Science, Technology, Engineering and Mathematics Award in the ASEAN Summit 2016. Kim is Executive Committee member in the Honorable Society of Lincoln’s Inn Alumni Association Malaysia, British Graduates Association, and member of the Malaysian Directors Academy, the Asian Institute of Chartered Bankers and the Malaysia-Japan Economic Association. An ardent believer of empowering women in business to engage in the global market, Kim is Vice-President of the International Women’s Federation of the Commerce and Industry, Malaysia and serves in the Women in Business Executive Committee of the Federation of Malaysian Manufacturers.

Company Profile

Corporate Name:
Builders Biomass Sdn. Bhd.

Established: 2010

Number of employees:
11-50

International activities:
Export of goods to foreign countries

- Awards:**
The company has received local and international recognitions including
- Winner of the British Council Study UK Entrepreneurial Award 2017
 - ASEAN Business Award Malaysia 2016 in Innovation and Corporate Social Responsibility
 - Prime Minister’s Innovation Award in Green Technology
 - Frost & Sullivan Technology Leadership Award 2016
 - Green tech Industry Award

Email:
bioen@buildersbiomass.com

Tel.: +603 27227175

Website:
www.buildersbiomass.com

FROM RESIDUES..... TO REVENUES



Solid Biofuel Wood Pellets



Above: Builders Biomass’ biofuel wood pellets used in the generation of power in many utility companies



Right: Builder Biomass also supplies the pellets for industrial usage.

Duc Dat Plastic Ltd., Co. (DUDACO)

A leading Vietnamese manufacturer of plastic sprayers in the country and an exporter to the global market



*Madam Nguyen Thi Nghia,
General Director*

KEY SUCCESS ELEMENTS

- Automation of production and R&D
- After-sales customer service
- Government support

PROFILE

Founded in 1990 as a family business with only five people in Ho Chi Minh City. It built its first factory in Ho Chi Minh City in 2002 and the second one in Hanoi. The company now owns 2 factories at the best convenient industrial parks in both capital cities. DUDACO has become the leading manufacturer of plastic sprayer in the country and exports its Bee Brand products to 15 countries around the world.

Automation of production and R&D

DUDACO supplies an average quantity of 1,500,000 units per year for the domestic (80%) and export (20%) markets. Its key overseas markets are the EU, North America, South America and South East Asia regions. DUDACO plans to double its capacity in the coming years.

To achieve large-scale production in an efficient manner, DUDACO has been applying an automated and mechanized production line to reduce manual work.

“We pay attention to the level of competition in the market, and keep improving the design of our products”, says Tran Thi Mai Trang, (Tracey), company’s deputy director. DUDACO has recently set up the R&D function led by the production manager with a vision to attract international customers.

After-Sales Customer Service

Tracy says “Our rule of thumb for customer satisfaction is quality and its competitive price, combined with customer service after the sales service”. As the company’s business strategy is to focus on the production and work with trusted dealers and trading companies for the distribution of products to end-users, DUDACO strives to build a

long-term relationship with its dealers.

DUDACO also aims to build a trusted relationship with its suppliers. The company is working with one of the biggest plastics suppliers in Viet Nam who is believed to have strong purchasing power in sourcing high-quality raw materials from overseas.

Government support

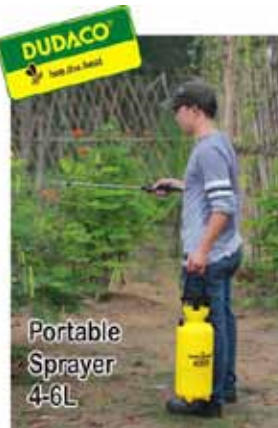
DUDACO has received significant support from government agencies at the early stages of its business. One of such support is introducing and providing financial support to the small and medium entrepreneurs and start-ups to join important trade fairs and exhibitions overseas organized by the Ministry of Industry and Trade (MOIT) of Viet Nam.





Below:

Ms. Tran Thi Mai Trang (Tracey), Deputy Director of Duc Dat Plastic Ltd. Co. (Ms. Tracy was representing the company during the interview)
 Company's key employees
 DUDACO's sprayer product lines
 DUDACO's production site



Company Profile

Corporate Name:
 Duc Dat Plastic Ltd. Co.
 (DUDACO)

Established: 1990

Number of employees: 140

International activities:
 Export of goods to foreign countries

- Awards:**
- Good practice of 5S Kaizen company – by JICA
 - Typical Enterprise owner of 2016 – by Ho Chi Minh Industrial and Export Processing Zone Trade Union
 - High quality Viet Nam Product 2017 – yearly surveyed by Marketing World Magazine

Email: contact@dudaco.com

Tel.: +84 903 874 874

Website:
<http://vietnamsprayer.com>

JB Woodcraft Inc.

An inspiring pioneer manufacturer who has redefined the possibility of craftsmanship when making wooden furniture

JB



*Mr. Jose & Mrs. Myrna Bituin,
President*

KEY SUCCESS ELEMENTS

- Offering what it can produce best to the customers
- Divide and conquer strategy
- The same company's core value

PROFILE

Together with her husband, Jose, Myrna Bituin founded JB Woodcraft as a micro company in 1972. JB Woodcraft is one of the pioneer leaders in the worldfamous Pampanga hand-carved furniture such as chair, table, mirror, and etc. Its long reputation has been accumulated over the course of 40 years through the finest craftsmanship that reflects in its neatly crafted products.

JB long-standing success embodies and represents Philippines as one of many successful micro-sized-started company, who has grown in size, numbers, and sales. Furthermore, it also set a good example and inspire young entrepreneurs.

Realizing what it knows best and starting from there

JB Woodcraft started its business in Betis, Pampanga. Betis is known for its people's craftsmanship in making furniture and wood carving. Most households have a small workshop space within their lands for crafting, and it has always been like this. So, it has become a part of the life of everyone who lives in the area.

After selling Handicraft for a few years, the couple began to offer bigger items such as furniture. At the time, they only bought furniture from other local producers in the area and resold it to the clients. However, due to the inconsistent product quality, JB Woodcraft decided to produce their own furniture. Myrna recalled the countless amount of time and effort that she and her husband put in to learn the art of making furniture through seminars and workshops in perfecting their skills to ensure the quality of the furniture made in the name of JB Woodcraft. In addition, the two also spent time transferring what they've learned

from seminars to the employees. As Myrna explained: "My husband and I believe that success doesn't come only from the owners but also the workers. They should be able to know the rudiments of the business so that they can truly contribute to the business."



In terms of international presence, the company has had a supplier for the UK since 1990. Currently, it's aiming to expand to the high-end Middle East market and the ASEAN market. The focus would be on UAE, Malaysia, Indonesia, and Singapore.

Divide and conquer strategy

Soon after the company finished the project with IKEA, it was advised by the team that it wanted to engage more in exporting activity, it needed to specialize.



The Bituins are the family of six: Jose and Myrna, and their four children. Each of the children started his/her own furniture company with different specialization. Together, the companies, as separate entities, create a sort of collaborative synergy in production, work allocation, technical service among one another. As Myrna put that there are four furniture makers, who work differently. We specialize in our way and complement one another.

Operating under the same core values

The core value at JB Woodcraft is that everyone works as a family. Jose and Myrna make sure that all of the furniture from the company is well crafted with passion, appreciation, and by the people who love making them. "I believe tomorrow or even in the next 50 years, we will still be celebrating

this value in our company by the generations to come." said Myrna. In addition, the company also offers scholarships to employees' children to obtain education. In return, the children would come back at the company and work in their area of expertise.

Getting the right support from DTI and JICA

In the 1980's, before beginning the operation, Jose and Myrna had been attending seminars and workshops arranged by the Department of Trade and Industry (DTI). The two were also selected to join the training on timber ripping in Japan, which, was supported by the Japan International Cooperation Agency (JICA).

The company was also granted with an international guarantee loan fund to use to modernize its facility during the establishment of the company.

Company Profile

Corporate Name:

JB Woodcraft Inc.

Established: 1975

Number of employees: 65

International activities:

Export of goods to foreign countries

Awards:

The company has received local and international recognitions

Tel.: +63 45 900 2750

Website:

www.globalsources.com/jbwoodcraft.com

Below: Steps in making a wooden furniture at JB Woodcraft



Jewel Ko Lay Co., Ltd.

Rising Burmese entrepreneur U Ko Lay brings Japanese technology to the Burmese Market



Mr. U Ko Lay, Founder

KEY SUCCESS ELEMENTS

- Visual presentation at international standards for local products
- Investment in advance machinery and technology from Japan

PROFILE

Founded by U Ko Lay in 1997, Jewel Ko Lay started by providing printing and graphic design for local business customers. Then the company started package production including paper boxes, tins and plastic cans as well as pouch bags for food and medical products, with a vision to make Myanmar's local products ready for export at the international level. The company has recently begun the production of agricultural-based nutrition products.

Visual presentation at international standard for local products

Having a family business in photography led U Ko Lay to study printing and graphic design in Japan. Back in Myanmar after finishing school, U Ko Lay launched a printing company with only 4 computers. "I have witnessed the difference in the visual presentation and quality of packaging of products between Japan and Myanmar", says U Ko Lay. "Since then, I wanted to play a role in Myanmar's development through packaging so that Myanmar's products are presented in the best professional way and fetch the higher price they deserve".

U Ko Lay always believed that Myanmar's products themselves are good in quality especially food-related products, however the quality of packaging is low, which prevents the local products from reaching out to the international market.

Investing in advanced machine and technology from Japan

In 2004, Jewel Ko Lay has made an investment in printing equipment and machinery, including the offset of machines from Japan. In 2006, the company bought a plot of land in an

industrial zone and set up a factory with offset printing machines, die-cutters, and lamination machines.



The company then introduced a new product called a 'hologram security seal' in Myanmar and has become the first manufacturer of these products.

Jewel Ko Lay has expanded their business to produce paper cans and tubes for food business in 2013, and recently stated to produce agriculture-based nutrition products for children and the elderly.



Jewel Ko Lay keeps its eyes on the latest trends regarding advanced printing and packaging technology for future growth.

Below:

Easy open & Easy tear Cans, Stand-up Pouch Bangs
U Ko Lay surrounded by his employees,
Packaging products checking for shipment to customers



Company Profile

Corporate Name:
Jewel Ko Lay (jkl) Co., Ltd.

Established: 1997

Number of employees:
11-50

International activities:
Having foreign affiliates or branches

Awards:
The company has received local and international recognitions

Email: jklgraphic@gmail.com

Tel.: +95 1 229219

Facebook:
web.facebook.com/jklprintpack

LSV Industry Co., Ltd.

A thriving for success Nut Samphois sets an example that success is for all and no gender specified



*Ms. Nut Samphois,
Managing Director*

KEY SUCCESS ELEMENTS

- The company's clear and winning strategy
- The exceptionally high quality of the products
- The brand presence in the market

PROFILE

"Success is for all and no particular gender, and YOU have a great chance, because success does not choose where you belong. It is your own performance" states Nut Samphois. She is one of the very successful entrepreneurs in Cambodia. Graduating with a degree in Marketing and an associate degree in Management from the University of Cambodia, combined with extensive

experience in operational planning & management, and strategic planning, Samphois is nothing but an extraordinarily well-rounded individual with a passion for doing business.

LSV Industry is a local manufacturer with the enthusiasm of producing top quality but affordable personal care and homecare products. What's really important to LSV is that all products are manufactured by using natural materials and new technology to ensure their safety.

A clear and winning goal that steers the company to success

In strategic planning, it is crucial to have a good start with what goal the company would like to achieve as its milestone. And from there, it can set a clear strategy to steer the company on the right path. A good strategy does not mean that it has to be a beautifully written text that is floaty and sounds good in every aspect. This kind of strategy can be a delusional trap. A good strategy should be as simple as possible so that everyone in the organization can easily understand it and that it can be translated into clear action plans for every business unit.

Having experience in strategic planning from her previous work, Samphois makes sure that her accumulated experience has been utilized to drive the success of LSV

Industry. The company's goal is to be the first choice of the Cambodian people in home care and personal care products. Whenever the Cambodian people think of home care and personal care products, LSV's brands will be the ones that people will look for.

Therefore, because of such clear goals, everything from the production, marketing, research and development, the back office, and the rest of the business functions work together, to achieve the same company-wide endorsed goal and drive the business in the direction it wants to achieve.

Producing only the best quality products for customers

From the interview, one of the rules of thumb for Samphois when running LSV Industry is to produce high quality products for customers. She added that the company ensures this high quality in two ways: the use of premium local materials and of high technology in production.

In terms of the utilization of premium local materials, LSV Industry realizes that Cambodia is still rich in abandoned natural resources. These are high quality and can be sourced cheaply within the country without having to import. Over 85 percent of the materials used are sourced locally. The other 15 percent, are

chemical substances that have to be imported from abroad due to the unavailability of the materials.

When talking about technology in the business operations, Samphois elaborated that technology has played a very big role for LSV Industry, especially in production. All parts of its production line are automated with advanced technological manufacturing machines. This minimizes errors that can be caused by workers and at the same time ensures efficiency.

Maintaining market presence for a firm foundation for growth

At the moment, LSV Industry covers approximately 20% of the market share in Cambodia and that is something the company aims to increase. Making customers aware of the company and its products can determine whether the company would success or fail. That is why LSV Industry spends a considerable amount of its budget on advertising its products on television, social networks, and mobile advertising.

Company Profile

Corporate Name:
LSV Industry Co., Ltd.

Established: 2013

Number of employees:
51-100

International activities:
Having outsourcing of service in foreign countries

Awards:

- ASEAN Outstanding Woman Entrepreneur, ASEAN Women Entrepreneur Network

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Website:
www.lsvgroups.com

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www.facebook.com/EmpressCambodia



Above: Nut Samphois with her famous Empress body wash

Above: LSV Industry's products under its associating brands; OKA for home care products and OKAVI and Empress for personal care products

Below: LSV Industry staff producing its famous Empress soap bar using a high-tech machine



M.Y.R. Cosmetics Solution Co., Ltd.

An ever growing cosmetic manufacturer with a unique way of dominating both local and international markets



*Mr. Kris Jangjarat,
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Penetrating international markets before the local market
- Tremendous R&D as a proven qualification

PROFILE

Founded in 2008 by Kris Jangjarat, together with his passion and expertise in cosmetic field, M.Y.R. Cosmetics Solution has been one of the leading and respectful cosmetic manufacturers among the Thai small and medium enterprises.

Started as an original equipment manufacturer (OEM), the company has reinvented itself to an original brand manufacturer (OBM) in less than 10 years. Currently, it serves as a one-stop service provider in cosmetics manufacturing. The

company operates under the 5 main subjects combined to deliver unique and exciting service to its clients. The 5 subjects include Medicine, Cosmetics Science, Engineering, Marketing, and Thai Herbal Innovation. In addition, it also produces products under its own brand by using Thai herbs as base ingredients.

M.Y.R. Cosmetics has received numbers of local and international recognitions and awards including the SMEs National Award 4 years consecutively, the ISO 9001:2008 certification, and the Good Manufacturing Practices (GMP) Certificate.

Making it big outside of the country before coming back in

At the moment, the percentage of M.Y.R. Cosmetics' revenue is 70% from abroad, while the remaining 30% is generated from the Thai market.

Surprisingly, it is quite rare for SMEs to have such high revenue stream generated from abroad. As explained by Kris, M.Y.R. Cosmetics' strategy is to start and grow from abroad first. Once achieve certain growth, it will then come back to the local market. Take an example of its own cosmetic and skin care lines produced from Thai herbs, "Thai consumers tend to perceive locally-made products as poor quality products, while embracing products from other

countries". As a result, the company started offering its Thai herbal cosmetics and skin care in other countries such as China and the CLMV countries and just began to offer them to the Thai customers.

Tremendous amount of R & D effort

One key distinction that M.Y.R. Cosmetics has while its competitors don't is the self-conducted researches and time the company spends in developing new formulas.

Kris explained that in order to be competitive in the export market, the company has to produce whatever that other countries cannot do. For example, if the company was to export snail cream, it would totally lose because it cannot compete with Spain or Korea who has the expertise in snail cream. Therefore, it selected only the finest Thai herbs that are rare and very exclusive to offer to the market.

Each of its ingredient is also well-backed with researches, in which the company supported its staff to obtain a master degree in Cosmetic Science, and that employees shall conduct their own researches with professors on the company's herbal ingredients. This gives M.Y.R. Cosmetics the creditability in term of reliability of its ingredients and dedication to clients that can never be found from other companies.



Above: M.Y.R. Cosmetics' brands developed using Thai herbs as base ingredients.

Below: M.Y.R. Cosmetics' staff and the high-tech machinery using in cosmetic production



Company Profile

Corporate Name:
M.Y.R. Cosmetics Solution Co.,
Ltd.

Established: 2008

Number of employees: 62

International activities:
Export of goods to foreign
countries

Awards:

- 9th SMEs National Awards
2017
- The Prime Minister's Industry
Award, 2016
- The Outstanding Corporate
Governance Award, 2016
- The 11th Outstanding
Corporate Social
Responsibility Award, 2015,
etc.

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[mycosmeticsolution.com/](http://www.mycosmeticsolution.com/)

Facebook:

[https://www.facebook.com/](https://www.facebook.com/MYRCosmeticssolution)

[MYRCosmeticssolution](https://www.facebook.com/MYRCosmeticssolution)

Official Line Account:

@myrcosmetics



CV. Naditha Creation

An Indonesian nature-inspired packaging company with a good aim to improve unemployment in Indonesia



Ms. Ellies E. Chusnadi, Owner

KEY SUCCESS ELEMENTS

- Local materials exclusively available in Indonesia
- Participation to trade exhibition
- Local human resources for handicraft

PROFILE

CV. Naditha Creation is an exclusive packaging company in Bekasi, Indonesia funded by Ellies E. Chusnadi. Their products are gift boxes made of all kind of materials exclusively available in Indonesia such as pandan leaves, aluminium, bamboo, etc. They also make hampers/gift basket arrangement as a personalized services.

Their products are sold on the international market including in Malaysia, Singapore, Australia, UAE through distributors.

The art of packaging started by a former elementary school teacher

“We started making gift boxes as a hobby which are shared with relatives”, says Ellies, who used to be an elementary school teacher. When her daughter became a teenager, she wanted to work again and followed her passion to make gift boxes with local materials available exclusively in Indonesia.

One day her friend invited her to join a charity bazaar at a mall where she got some interested customers, which allowed Ellies to foresee some potential to expand further.

After joining several bazaars, she then started to join trade exhibitions held in malls in Jakarta. At one exhibition, she met an export trader who was interested in her products.

Realizing that her products are saleable for export, Ellies decided to take part in more export exhibition, and that’s where she got international buyers.

Currently the company’s share of sales are made up of 70% in the domestic market and 30% for export, and the export percentage is growing steadily.

Creating job opportunity for youth in local community

CV. Naditha Creation is based in Bekasi in West Java, Indonesia located on the eastern border of Jakarta. The company now employs 30 full-time staff and 350 part-time staff from local community.

The company’s mission stipulates that “With 90% handmade production process will absorb many jobless persons even never pass their formal education”.



Below (clockwise):

Naditha Creation's product lines: Mendong collection, Bamboo collection, Hamper, Printed Company Box 'Blackberry Z30'



Company Profile

Corporate Name:
CV. Naditha Creation

Established: 1996

Number of employees:
380 (full-time: 30, part-time: 350)

International activities:
Export of goods to foreign country

Awards:
The company has received local and international recognitions

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Orthopeasia Co., Ltd.

An innovative specialized manufacturer of medical devices that extensively working together with surgeons to save lives



*Mr. Winit Ritshima,
President*

KEY SUCCESS ELEMENTS

- Business development using upcoming technology
- Always ensuring the best quality
- Getting the right support from the local government

PROFILE

Founded in 2002 as a leading Thai developer, manufacturer, and distributor of orthopedic implants, instruments, and fixators. The founder Mr. Winit Ritshima, who was a production engineering veteran, decided to turn his auto parts company into medical device company following the financial crisis in 1997.

The company uses medical grade proven materials in order to comply with international standards. Orthopeasia is certified with ISO 13485, ISO 9001 and GMP, it is TIS and CE Marked aiming to maintain a superior level in its production and managing system.

Business development with the help from new technology

One of the rules of thumbs for success for Orthopeasia would be that the company can manage to deliver whatever its clients want. In order to do so, the company spends a countless amount of time and resources in product research and development. However, this can't be done without the help of technology and customers as critical partners.

Because Orthopeasia's main products are medical orthopedic implants and instruments, it requires precision in every steps and processes starting from the design to the production, materials to products.

"Technology helps us capture the market in a way that we can give better solutions and continuous improvements to our customers" add Winit.

Apart from the utilization of technology in product design and production, Orthopeasia also uses

new technology in many other areas of its business operation. In finance, the company is using the government's e-payment channel with their customer in order to help make the payment process more efficient. The company is also developing its own sales order application as a part of its CRM platform.

Uncompromising quality of products for patients

As the manufacturer of products that will last long on critical areas such as spine in actual human bodies, the quality of the products must be very safe and bio-compatible. That is the reason why Orthopeasia decided to import most of its raw materials used in production and from certified vendors that has QC process in place, this is done to ensure the quality of the materials to manufacture the best quality possible for its products.

Seeking for support for future growth

Getting right supports is one way to finance the growth for enterprises. It becomes even more critical for those small and medium enterprises. As for Orthopeasia, the company has been receiving supports from the Thai government in terms of getting innovation lists, innovation grant funds, etc.



Left:
Orthopeasia's spinal fixation set

Below:
The Jupiter for posterior cervical stabilization



Right:
Orthopeasia's staff in front of its factory

Below:
Orthopeasia utilizes high-tech machinery in its factory



Company Profile

Corporate Name:
Orthopeasia Co., Ltd.

Establish: 2002

Number of Employees:
More than 100

International Activities:
Export of goods to foreign countries

- Awards:**
- 2017: Prime Minister Awards
 - National SMEs Awards 2017, 2016, and 2015
 - 2016: Premium Products of Thailand
 - Quality Awards 2014-2015
 - 2012: National Innovation Awards

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Orthopeasia

Quality Plus Aesthetic International Co., Ltd.

The first and leading OBM service provider in cosmetic with international branches across Asia



(Right)
Mr. Asada Devayos,
President

(Left)
Mr. Wuttipong Panitsettakorn,
Managing Director

KEY SUCCESS ELEMENTS

- Differentiation in services
- The combination between Thai local wisdom and advanced technology
- Invest in human capital

PROFILE

Quality Plus Aesthetic International Co., Ltd is one of the leading manufacturer of cosmetics in Thailand. It offers a range of services including OEM (Original Equipment Manufacturer) customized client's enquiry, complying with ISO 9001 and ISO 22716 (GMP for cosmetics) and consultation. The company has achieved a fast and robust growth rate of over 200% during 2012 – 2013. Every product meets the Standard Quality Control with the

selective Thai herb combined with the innovative process.

Differentiation of service

As the cosmetics market in Thailand is very dynamic and competitive, the company has to be creative to differentiate itself. Quality Plus did it by becoming the first “Consultative Cosmetic Manufacturing” company in Thailand, in which the company provides free consultation service for its clients. The service covering the entire chain of business processes from setting up a business, conducting a basic financial modeling, designing the product, branding, until product delivery.

Such service requires a lot of time from the company to actually spend time trying to understand its clients' needs and deliver to what has been expected from clients, in which Quality Plus has mastered it through its expertise in the subject. As a result, this gives the company the differentiation points that make it stand out among fellow competitors.

The combination of Thai local wisdom and advanced technology

Thailand is the land of herb and is famous for local wisdom. The product of the company represents the art of combining Thai local wisdom with the advanced

technology. As the two said “Thai herbs alone cannot go far without a help from technology”. For example, its latest ACNOC products contain purified Xanthone from mangosteen peel, in which it helps maintaining healthy skin and eliminate acne. Without the purification technology, the nourishing substances would deteriorate. The advanced technology, the company is able to extract the finest mangosteen extraction.



Invest in human capital

People are the most important factor that drive business. Without people, a business cannot exist. Without people doing the right things, a business dies. Therefore, the company invest a great deal in human capital. The unique characteristics of its front office staffs are young, fast, and energetic. Because the front office staffs are the ones directly contact the clients and represent the company, they are trained on both technical skill (i.e. cost calculation and product specification) and soft skill (i.e.

how advice to the client and how to manage a project).

The company also develops the tools to support its staff and improve the client's experience. It uses interactive real time cost modelling application to facilitate the clients when conducting

the cost analysis. Moreover, the company is the first in the market to change the traditional way to approach the client; changing from sending the staff to contact a company to the digital marketing. The company is now trying to automate the business operation.

Company Profile

Corporate Name:
Quality Plus Aesthetic International Co., Ltd.

Establish: 2009

Number of Employees:
More than 100

International Activities:

- Having foreign affiliates or branches
- Export of goods to foreign countries

Awards:

- 9th SMEs National Awards – The Best SME 2017
- SME Innovation Champion – Product Award 2017
- 8th SMEs National Awards – SME Excellence 2017

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Website:

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Facebook:

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qpaicosmetic



Above: Quality Plus's newly launched ACNOC brand



Above: Quality Plus's product during the manufacturing process

Right: Quality Plus's staff working on formulating a formula



Below: Quality Plus's newly established factory



VBOX Luxury JSC

A full-time innovative first mover who brings attention to the importance of a packaging service



*Ms. To Phuong Thao,
Founder, Chairman and
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Keep being innovative to strive for success
- Quality of products
- Always keep customers satisfied

PROFILE

Having had graduated with a Bachelor Degree in Sculpture from University of Industrial Fine Art, To Phuong Thao was so captured and mesmerized by how overseas products were packaged in various designs and quality, she developed an instant interest in such art. She later founded the company

Au Truong Thanh (later changed to VBOX) with her Co-founder Mr. Au Duong Ngoc in 1999 and began to manufacture high quality packaging box.

As time passed, VBox has grown significantly multidimensionally including production capacity, revenue, and product lines. To herself was also awarded with numbers of awards and she is also the vice president of the Hanoi Association for Entrepreneur Women (HNEW).

ALWAYS be innovative

One of the things every company needs to consider before launching a product is what design of a packaging should be to best represent the brand, the product, and the message companies want to communicate with customers.

“In packaging industry, innovation is what distinguishes the star from the dogs. Whereas, in developing world, changes in demographic and consumer’s demand have increased the competition between companies, which in turns, lead to higher innovation expectation on packaging side.”, stated the R&D director of VBox, Au Duong Ngoc. Therefore, the company must keep being innovative and seeking for the right technology that would enhance its design capability.

Products must come with quality

To offer the highest satisfaction to the customers who use VBOX packaging, the company ensures its customers that all of its products are produced with the finest quality materials and that the finished products meet with the company’s highest standard. It maintains the ISO 9001-2015 certified quality in every step of its production line, while also collaborates closely and regularly with the quality control team to uphold the quality level.

Keeping customers satisfied

In the case that a customer is not satisfied with VBOX products, VBOX makes sure that all customers’ feedbacks are perceived and addressed with proper measures. In order to do so, the company has set up a crisis management team to deal with cases including customer satisfaction case, in which the team collaborate closely with the sales strategy team to actively support customers even if the error comes from the customer him/herself.



Above: VBOX packaging for wine and confectionery:

Below: Examples of VBOX's key clients



Above: VBOX's production site

Below: VBOX employees during a training session



Company Profile

Corporate Name:

VBOX Luxury JSC

Establish: 1999

Number of Employees:

51-100

International Activities:

Export of goods to foreign countries

Awards:

- The Gold medal for Outstanding Vietnamese brand, Viet Nam Expo
- An award from Hanoi Municipal People's Committee

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Facebook:

<https://www.facebook.com/Bao-B%C3%AC-Cao-C%E1%BA%A5p-VBOX-1201452803216543/>

CONFEX

A Bruneian-born and raised entrepreneur bridging localized and global strategies to break through the meetings, incentives, conferences, and exhibitions (MICE) and publishing industry



Mr. Hafriz Musa, Founder

KEY SUCCESS ELEMENTS

- Local talents
- Diverse marketing tools
- Aggressive service introduction

PROFILE

In 2014, an ambitious and energetic Hafriz Musa started his own company, CONFEX. The company operates in a niche market of untapped MICE industry of Brunei Darussalam. A 32 year old graduate has been accumulating his business knowledge since he was as young as 19 years old when he started working by waiting at a restaurant. He believes a hands-on experience is a crucially important element to complete his full understanding of the subject.

The company of 17 people is the only MICE service provider in the country since the beginning when it started running. Hafriz's understanding of the market, client's needs, along with the absence of competition were factors that led to the success of CONFEX within only 3 years.

Currently, CONFEX is operating in 2 main locations. The Brunei headquarter focuses on offering services in the area of MICE which include meetings, incentives, conferences, and exhibitions. Whereas, its newly established Kuala Lumpur branch serves as a publishing and advertising house.

Delivering service by the local talents

Because the company operates in creative and intellectual area of communication, and information industry, rather than buying an actual tangible product, people who go to CONFEX-held events are looking for information, networking, and content that would satisfy them. These things are not made with hands, but brain. Therefore, understanding what people want or expect to receive from coming to an event is considered as a make-it-or-break-it factor to the company. No one can understand the local people better than the local people themselves. That is why Hafriz's recruiting strategy is to recruit local talents as many as possible.

95% of CONFEX's employees are locally hired talents. The majority of employees in Brunei Darussalam is Bruneian, and on the other hand local Malaysian in Kuala Lumpur. There are foreign staff working at the two offices as well to ensure the exchange of new ideas and the diversity.



No one-size-fit-all solution when it comes to marketing

Similar to many other rising companies, in terms of the rigorosity in integrating technology in the standard operation of the company, Hafriz explained that these days, business owners and entrepreneurs cannot ignore or overlook the importance of digital marketing. At CONFEX, the majority of promotions are on online platform in which the channel has proven to be the most effective channel to the company.

However, when asking about the company's marketing strategy whether or not CONFEX tailors marketing campaigns to certain groups of audience, Hafriz shared his experience that this type of

/OTHER SERVICES/

marketing tool is not the case for CONFEX. “Because Brunei has pretty small population compared to other countries, we cannot afford not to consider certain segment. What CONFEX does is that, if someone wants to come to an event, it make sure that he/she can bring along their family members to the event as well. And that reflects to the company marketing campaign.” as Hafriz put it. A company can one day uses a conventional tool, while jumping to online tool the next day, as long as they are effective.

Introduction of new service annually to keep the company exciting and interesting

Giving the fact that CONFEX is the first and the only MICE service provider in Brunei, it is important to keep the company fresh and inviting to clients. Hafriz’s goal is to introduce at least one new product or service offered every year in order to maintain the excitement and encourage clients to come back to CONFEX.

BRUNEI DARUSSALAM

Company Profile

Corporate Name: CONFEX

Establish: 2014

Number of Employees: 17

International Activities:

Having foreign affiliates and branches

Awards:

The company has received local and international recognitions

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(Publication)

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Instagram: @confexbn



Left and above: Photos from the HSSE Construction Conference



Above: An advertisement for the CEO Summit organized by CONFEX

Right: An executive speaking at the CEO Summit organized by CONFEX



Above: An online advertisement for the upcoming 2017 Brunei Motor Show



Above: A car show during the Coffee & Cars event organized by CONFEX

ECHOSTore Sustainable Lifestyle

A local Philippine start-up that brings health consciousness and promotes healthy living lifestyle to fellow Filipinos



Ms. Pacita Juan, Co-founder

KEY SUCCESS ELEMENTS

- Sustainable business model that involves all relevant parties in the production chain
- Stay affirmed to its principles

PROFILE

Pacita “Chit” Juan is known as a serial entrepreneur for having founded many start-ups including a coffee shop chain, a Filipino quick service restaurant called “BINALOT” for meals wrapped in banana leaves, a farm to table restaurant, and then ECHOSTore. She is also known as a coffee lover, a green advocate, and a leader encouraging women empowerment through business.

E is for environment; C is for Community; H is for Health; and O is for Organization. This pioneering

retail was founded back in 2008 by three visionary successful women – Reena Francisco, a certified foodie and artist; Jeannie Javelosa, a culture specialist and a painter, book author and writer; and Pacita Juan, a serial entrepreneur who loves travel, food, and coffee.

ECHOSTore started as a “needed” place where one can find unique, eco-friendly, natural, and organic products made by small producers all under one roof. However, the store does not only sell organic products. To complete what it calls its loop of sustainability, ECHO also has its own café. Anyone can have a taste of home-grown salads, sandwiches, pasta, juices, and other menu items made with the same locally-sourced ingredients. This also led the three founders to plant their own vegetables to ensure its organic label and to add a market component to the concept, so you can take home the ingredients and DIY at home.

Today, it is all about transparency and the sharing economy. You need to know where your food comes from and the process of selling, also share the recipes and what used to be “trade secrets.”

Growing together

Part of its success in spreading the gospel of healthy and sustainable living is helping community producers also have

sustainable businesses. The ECHOSi Foundation, the nonprofit arm of ECHOSTore, works with other NGOs to provide training and mentoring for the small producers to be able to sell at the store.

It has also licensed stores to individuals who believe in the same ethos and has successfully expanded ECHOSTore to other areas of the Philippines. Licensing, not franchising, is ECHOSTore’s way of making more people aware of choices for sustainable living.

The owners are strong advocates of the Slow Food movement and incorporates its principles in ECHOSTore operations by providing good, clean, and fair food for all.

Stay affirmed to the company’s principles

ECHOSTore is a pioneer in its category and has influenced many entrepreneurs. These new business innovators use their hands at using local produce as they present innovative new products to sell at ECHOSTore.

Many artisans also supply various store products - from jams and peanut butter to ice cream. Small producers can present their products to sell them at ECHOSTore.

ECHOSTore continues to grow its supplier base while allowing

the older ones to already scale and supply bigger supermarkets and groceries. The new ones start at ECHOstore and then try their hand at supplying the bigger stores as they grow and increase production.

ECHOstore remains true to its mission to provide market access to MSMEs while seeking to address the demand for healthy and natural local products.

The healthy experience is now only a click away

ECHOstore is counting on ecommerce to get its products

to more people. Counting on the power of technology, ECHOstore has intensified its online presence especially its social media footprint, which is active and ever dynamic. Of late, the thrust of the company is to expand its online store to widen its reach and to offer more products.

Though distribution is mainly through its licensed stores, more consumers are also asking for the availability of the products online and for delivery to their homes.

Company Profile

Corporate Name:
ECHOstore Sustainable Lifestyle

Establish: 2008

Number of Employees:
11-50

International Activities:
Having foreign affiliates and branches

Awards:
The company has received local and international recognitions

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Above (clockwise): ECHOStore's bottle food / ECHOStore's Body Basics Set Products for body care / ECHOStore's coffee



Below (left): ECHOcafé in Serendra and ECHOStore in Serendra



Below (right): The three founders of ECHOStore - Jeannie Javelosa, Reena Francisco, and Pacita Juan



ECOSOFTT Pte. Ltd.

*A pioneer in water management technology
with a global footprint*



*Mr. Marcus Lim and
Mr. Stanley Samuel,
Founders*

PROFILE

Founded by Marcus Lim and Stanley Samuel in 2012, ECOSOFTT is a Total Solutions Provider in the area of decentralized and integrated management of water, wastewater and environmental services.

Its platform of technologies provides an end-to-end, “Source to Source” solution across the water cycle. These can be implemented in a decentralized and modular manner to reduce or replace dependence on municipal systems to enable water sustainability. The company’s social enterprise business model and innovative technologies have been recognized with a number of awards in Singapore and internationally.

Technological innovation and tailor-made programs

ECOSOFTT was established by Marcus Lim and Stanley Samuel while they were studying at INSEAD, a leading global business school. They had the vision of addressing the challenges of water sustainability around the world using technology and a social enterprise model that serves the underprivileged. In particular, they aim to provide a solution to 3.5 billion people in Asia who are facing challenges in getting a safe and stable water supply due to major gaps and deficiencies in municipal water systems.

The company is a pioneer in providing a comprehensive range of solutions that enables townships, homes, schools, hotels, villages and other living communities to become water secure, live in harmony with the environment and protect the water sources for future generations.

ECOSOFTT’s Water SMART Blue Building and Communities platform enables water sustainability using a set of low cost and efficient technologies to Source, Use, Recycle, and Discharge water. It has invested heavily in innovation and owns a portfolio of technologies by leveraging on the “Hydro-Hub” ecosystem in Singapore. As an example, ECOSOFTT developed Singapore’s first Water SMART Blue Building at Cleantech Park in a project supported by multiple government agencies. The system recycles all wastewater from the building for toilet flushing and non-potable reuse in an operator free manner. Since its inauguration during the Singapore International Water Week 2016, over 300 international visitors have visited the site to learn how this innovative project can be a model for smart cities and smart villages in Asian countries.

KEY SUCCESS ELEMENTS

- Technological innovation and tailor-made programs
- Globally connected network of project partners

Globally connected network of project partners

Outside of Singapore, ECOSOFTT is active in Hong Kong, India, Malaysia, Viet Nam, Indonesia, the Philippines and Chile through its subsidiaries and local partners. More than 80% of the company's revenue is from international markets.

The Founders explain: "We serve two segments. The first segment comprises customers who have water issues and can afford to pay for the solutions. The second segment comprises underprivileged beneficiaries who have water issues, but cannot afford to pay for the solutions".

To support these beneficiaries, ECOSOFTT provides its expertise and surplus funds, and "crowds-in" additional resources from corporates partners and donors. The beneficiaries also contribute labor and a nominal sum (approximately \$20 per family) to complete the construction of their water, sanitation and wastewater systems.

ECOSOFTT is not just another water company. Through a Triple Bottom Line – People, Planet, Profit approach, it aims to create a sustainable impact in an increasingly water-scare world.

Below: One of ECOSOFTT's innovative wastewater recycling technologies, the Poseidon deployed in a hotel, ECOSOFTT's founders celebrating the inauguration of a model village with complete water, sanitation and wastewater solutions, Stanley Samuel recognized as a Global Top 50 Talent in Water Management



Company Profile

Corporate Name:
ECOSOFTT Pte. Ltd.

Established: 2012

Number of Employees:
11-50

International Activities:

- Having foreign affiliates and branches
- Export of goods to foreign countries

Awards:

The company has received local and international recognitions including

- Fuller Challenge, Socially Responsible Design's Highest Award 2014 - Global Top 20
- Autodesk, Inc. - Cleantech Partner
- World CSR Congress 2014 - Global Green Future Leadership Award
- Golden Globe Tigers Award 2015 - Best Startup Social Enterprise Excellence & Leadership in Water Management
- EY Accelerating Entrepreneurs 2016 - Awardee

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PBA Group

A groundbreaking Singaporean enterprise with the aim to become Asia's robotics and automation powerhouse



*Mr. Derrick Yap,
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Strategic optimization
- Digital marketing

PROFILE

PBA Group was established in 1987 in Singapore, and has quickly expanded its business to key Asian countries and the US. Derrick Yap is responsible for the Group's strategic direction and decisions, as well as transforming PBA Group to become an Asian powerhouse in robotics and automation.

Derrick began his career with the engineering sales team before leading the group's sales team in Singapore and Malaysia. Subsequently, he headed the global distribution and trading arm, linear motor engineering,

and pioneered the group's contract manufacturing capability to produce ultra-high precision machines for multinational corporations.

Through his leadership, PBA Group executed synergetic mergers and acquisitions (M&A), growing from a small distribution firm to a large local enterprise with over 22 companies under its wing, and 500 staff across 13 countries.

He is a member of the Council for Skills, Innovation and Productivity (CSIP) committee. In addition, PBA Group was awarded the winner of the Promising SME 500 and Enterprise 50.

Integrating business acumen with engineering and technology to drive industry 4.0

Derrick graduated from the National University of Singapore where he majored in Business Administration. After graduation he took a role as a sales person for an engineering company, where he developed his technical capability in engineering. After accumulating sufficient knowledge and industry experience, he led PBA group to execute M&A with over 22 companies and that was how it started.

With the government's increased emphasis on industry 4.0 initiatives and the creation of

smart factories, PBA decided to take a leadership position in the deployment of "smart factory" initiatives. Its strong focus on industry education as well as the deployment of robotics and automation integrated with system solutions have put them in a good position to meet industry demands.

Hence, Derrick founded Robotics Automation Centre of Excellence (RACE) as an industrial platform to drive the adoption of Industry 4.0 across Southeast Asia. In 2017, he started an incubation lab with the vision to groom the next generation of young leaders in manufacturing, engineering and robotics.

Strategic optimization for success of the company

"We need to entrust our 3-in-3 strategy and to only steer the company to any targeted market", says Derrick. That is, to be the top 3 company within 3 years. PBA Group will remain nimble even and especially when they grow in size. Their focus will continue to groom their PBA talent to remain



in the forefront of robotics and industrial 4.0.

PBA Group’s linkage to large enterprises is through robotics automation and contract manufacturing for complex capital equipment for semiconductor and aerospace maintenance, repair and overhaul companies, servicing clients like Singapore Airlines, Samsung, and Foxconn Technology. This wide scope of platform definitely serves to harness success for strong business network.

Keeping up with technological disruptions

“At present, we are only utilizing basic-level of digital marketing such as through social media, however, we are in the process of strengthening this aspect”, says Derrick.

Technology does not merely cover digital marketing, but also extends to modern automation. Being up-to-date is essential to keep the company growing. Up till now, technology and innovation especially in robotics and automation have helped PBA Group to increase productivity, increase ROI, and lessen dependency on manpower for labor intensive jobs. The trend will seemingly continue in this digital era.

Overseas business expansion opportunities for robotics and automation by partnership

“Our client porfolio is composed of largely B2B clients, with 70% from the local market and 30% are overseas clients”, says Derrick. PBA Group has also formed some sort of partnerships overseas for the future planning of business expansion.

Company Profile

Corporate Name: PBA Group

Established: 1987

Number of Employees:
500+ across 13 countries

International Activities:

- Having foreign affiliates and branches
- Export of goods

Awards:

- Winner of the Promising SME 500
- Winner of the Enterprise 50

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Below 1: Derrick working on a Special Purpose Machine

Below 2: PBA Group’s suit of technology; Standard Direct Drive Motors (e.g. DX Iron less, PIX Ironcore Series, PSM Shaft Series, CVC Series, PDDR Series)



PT. Zahir International

Creating a thorough financial report is no longer a confusing and burdensome task anymore, with the help from PT. Zahir International



*Mr. Muhamad Ismail,
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Driving business growth with local human resources
- Keeping up with technological trend grow business in the Digital era
- Expanding distribution channel for the next decades

PROFILE

PT. Zahir International was founded in 1996 in Bandung by Muhamad Ismail. It is created to help those who need the accounting software to create and manage their financial report easily and quickly. The company has been growing ever since and today they have their 6th version of the software alongside with other supporting business management tools such as Report Server and POS.

Muhamad Ismail is the CEO and leader of PT. Zahir International.

He started in 2005 as sales and marketing supervisor, he successfully brought PT. Zahir International further and establish the company's existence to be even known and trusted in the heart of consumers. He also holds a Master degree of Management from Bina Nusantara University, Jakarta. He is now pursuing Doctoral Program with the ambition of developing and preserving the company for the moment and for the future. He is capable of speaking in 3 languages (Indonesia, English and Arabic).

Driving business with local human resources

PT. Zahir International has been run and managed highly by local human resources over the past 20 years. They believe in Indonesian bright talent to run, operate and bring this brand forward. The company now established a strong position in the domestic market for accounting and financial management software business, has been recognized, trusted and used by over 66,000 users. Partnership with Indonesian local companies is their strategy to approach domestic and international market.

PT. Zahir International sets an affordable price for high quality products which is compatible and well accepted by their customers domestically and internationally. All this is possible due to the availability of the local human

resources and the rising number of bright people in Indonesia to bring the brand forward.

Keeping up with the technology trend grow business in the digital era

“We must keep improving ourselves by keeping up with the current technology trend in consumer behavior. We need to be specialized and flexible”, says Muhamad. The company provides the tools to efficiently process data and numbers, it is like a new tool of data analytics to provide a better insight into the massive information the client has. There is also some complimentary software downloadable from the company website for trial.

Digital marketing is one of their main marketing activities and they also have their own division. The company tries to maximize the use of SEO, Google Ads, and social media as their marketing tools to reach out to the intended audience of their products.

Expanding distribution channel for the next decades

After 20 years of business in domestic market, the company is currently in the expansion stage for the international market. Leveraging their advantage in the domestic market, PT. Zahir

International is accelerating the market internationalization.

Business-to-business is their model as all enterprises need to prepare accounting and financial report, and they need a user-friendly tool. A good client relationship through wide range of distribution channel is their business driver. Users of Zahir's services include not only small and medium enterprises but also large multinational enterprises.

There are quite a number of competitors in the market to provide affordable accounting and financial management software. With this in mind, PT. Zahir International strives to understand customers' needs better and acts quickly to provide not only products but also value-added services such as accounting management support to corporate customers.



Above: Zahir's accounting and financial management software

Below (clockwise): Muhamad Ismail on the Online Seminar, Demonstration booth at an accounting exhibition, Zahir's outlet where customers can try software



Company Profile

Corporate Name:

PT. Zahir Internasional

Established: 2005

Number of Employees:

More than 100

International Activities:

- Having foreign affiliates and branches
- Export of goods to foreign countries

Awards:

- Best Choice Award 2013

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RentsBuy Sole Co., Ltd.

From nothing to one of the most successful entrepreneurs, the passionately driven Houmph an SAIYALATH built his own real estate empire in just less than 10 years



KEY SUCCESS ELEMENTS

- Always thriving for success
- Working together
- Online platform

PROFILE

RentsBuy is the very first commercial real estate brokerage and agency in property selling, leasing, investing, and appraisal in Lao PDR. With a reputation accumulated over almost 10 years, the company has managed to serve more than 70% in property buying and rental, and up to 100% in property appraisal.

The company was established on 8 August 2008 by an ambitious solely - owned entrepreneur,

Houmph an SAIYALATH. From then, RentsBuy has gradually grown by expanding in terms of services offered and physical offices to cover various cities. The company is currently establishing 4 additional offices in Lao major cities which are Luangprabang, Khammwoan, Suvannakhet, and Champasak.

The company recently received an award from the Asia Pacific Property Awards 2017 for Property Consultancy, in what was the first year for a Lao company to ever participate in the award. This is considered to be a country milestone that proves that Lao's rising businesses have the capacity to compete and be excellent in regional and global arenas just like any other countries.

Dream big and aim high, to succeed

The saying that *life is like a climb, but the view is great* is probably accurate enough to describe Houmph an's journey before he established his company RentsBuy. Rather than having sufficient resources to start up his own business like many business owners, Houmph an's journey has always been a tough one.

Born and raised in the countryside of Luangprabang province, never a day passed without him dreaming about becoming a successful business

owner and having a better life for himself and his family. He was ordained to obtain education from local temple. After finishing high school, he was awarded with a scholarship to pursue a bachelor's degree at the University of Lao. He worked at the World Bank-Laos for 2 years after graduation and was awarded another scholarship from the Belgium Government in cooperation with the National Institute of Development Administration (NIDA) to pursue his MBA degree at NIDA in Bangkok, Thailand.

Having not giving up his childhood dream of becoming a businessman, in 2007, Houmph an met a friend who had a passion for business and happened to be a property broker. He received an opportunity to learn about entrepreneurship, running a business, and the real estate market in Lao PDR from his friend. Eventually in 2008, he dedicated all of his effort and resources to start up RentsBuy.



At the beginning of the operation, the only assets he had was a motorcycle to ride around Vientiane to find properties in need of rent and sell. He also rented a small room and converted it into an office of his own. After several months passed, Houmphan asked his sister and cousins to help him in the business standard operations. Keep preserving on the real estate business ethic with timely and quality after-sale service is what Houmphan has always believed and that to him, is probably the rule of thumb for success.

Working together with other co-agents to achieve better results for everyone

In terms of business internationalization, RentsBuy is working in close collaboration with a number of international real estate brokers and consultancy firms including CBRE Thailand, JLL, and Knight Frank. These real estate companies provide advisory

services to clients. And for those clients who are travelling or have an interest in buying or renting a property in Lao PDR, the companies will consign the work over to RentsBuy and vice versa. This arrangement provides the company with broader groups of clients apart from just Lao residents.

Enhancing customers' convenience with an online platform

As has been stated at the beginning, currently RentsBuy is offering an online reservation service for accommodation in Lao PDR. The clean, neatly designed, and interactive webpage of *Laostay.com* got its inspiration from previous successors in online accommodation reservation sites, *Agoda*, *Booking.com*, and *Airbnb*. The launch aims to help customers find and reserve accommodation to stay in Lao PDR. Currently, the site is in a trial period and will be fully promoted soon after.

Company Profile

Corporate Name:

RentsBuy Sole Co., Ltd.

Established: 2008

Number of Employees: 18

International Activities:

Having outsourcing of service in foreign countries

Awards:

- Asia Pacific Property Award 2017 in Property Consultancy
- ASEAN Business Award 2016, SME Excellence Awards in Innovation
- Top 100 Excellence Typical Enterprise in Indochina 2014

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RentsBuyproperty

Twitter and Instagram:

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Official Line: RentsBuy



Above: Examples of RentsBuy.com and laostay.com homepage



Right: Houmphan and the award in Property Consultancy from the Asia Pacific Property Awards 2017 / The team behind the success of RentsBuy

Samart Event Organizer Co., Ltd.

A professional event organizer from Lao PDR with the experience of organizing an event for the former President of the United States



*Mr. Anoulack PATHOMMAVONG,
Managing Director*

KEY SUCCESS ELEMENTS

- Leveraging business connections
- Taking local culture as inspiration for innovation
- Human capital training

PROFILE

Samart Event Organizer was established in 2006, with the aim of developing the advertisement industry and promote awareness of local and imported products imported products.

One of the highlights was organising an event for H.E. Mr. Barack Obama, the former president of the United States of America, upon his visit to Lao PDR.

Mr. Anoulack PATHOMMAVONG is the Managing Director of Samart Event Organizer and is a multitasking entrepreneur who has a passion for entertainment and the advertisement industry, and is the key behind the success of Indee Records and many more businesses.

Multi-talented event organizer and Advertisement producer

As its name indicates, Samart Event Organizer provides all kinds of entertainment and business events ranging from classical concerts, circus shows, large-scale parties, running and outdoor sports events, year-end countdowns, motor shows, and press conferences to name a few.

They also arrange all types of advertisements such as LED advertising, radio spots, and social media. They attract local young and adult Lao generations as well as international travelers to Lao PDR.

“With the aid of technology, our company has reached out to a large audience, which has helped the company grow tremendously in a 10 year period,” says Anoulack. “The increased use of eCommerce is also one of a key for business growth”.

Making good use of relationships with large enterprises

Linking with large enterprises is one of the key success factors of Samart Event Organizer. They’ve been working closely with Lao’s local large enterprises as well as multinational enterprises.

“One of our biggest clients is Beerlao (Laos’ leading brewery), who has graciously been our customer for over 10 years ,” said Anoulack. Beerlao has hosted various kinds of large events such as the Beerlao Music Zone, Beerlao Water Fest, and Beerlao Global Countdown. Samart Event Organizer has also organised a classical concert with sponsorship by Toyota Motor of Japan. These events usually host thousands of people, and the scope of the event is massive.

They are also active in the political and business space such as with policy dialogue and press conferences, and has coordinated an official event upon the visit of former US president H.E. Mr. Barack Obama.

Other than event organization, Samart Event Organizer also provides advice on marketing activities for large multinational enterprises such as Toyota, Pepsi and Carlsberg. In 10 year time, Samart Event Organizer has made its position in the Laos’ Meeting,

Incentive Travel, Conference and Exhibition/Event (MICE) market.

Keeping Laos' local culture with innovative ideas

Lao PDR has a reputation as one of the favorite travel destinations for international travelers. The country has beautiful mountains and capital, world heritage and culinary advantages.

To these existing assets of the country, Samart Event Organizer adds new and innovative energy

and transforms the country into an even more attractive destination.

Government support for human capital training

Samart Event Organizer has financial support from Lao government agencies, mainly from the Department of SME Promotion (DOSMEP) to have technical training. Anoulack believes that enhancing the human capabilities of company staff is critical to exceed the expectations of today's demanding international travelers.

Company Profile

Corporate Name:
Samart Event Organizer Co., Ltd

Established: 2006

Number of Employees:
11-50

International Activities:
Having inbound tourism

Awards:
The company received local and international recognitions

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Above:
Examples of events organized by Samart Event Organizer

SOPHIYA Travel & Tours

An outstanding tourism company that opens the gateway connecting the world to Cambodia



*Mrs. Okhna Sreat Mom Sophear,
Founder*

KEY SUCCESS ELEMENTS

- A strong team of educated and committed staff
- Technological integration for better services
- Knowing your competition and how to differentiate yourself

PROFILE

Being misunderstood so often by foreigners as a Thai girl, a passion-driven banking and finance graduate and an ex-cabin crew member, Okhna Sreat Mom Sophear saw the importance of developing her beloved country's brand. Therefore, she decided to set up a travel business, SOPHIYA Travel & Tours, to spread the word

about Cambodia to fellow world travellers by offering innovative and affordable travel packages.

The company offers exciting tours ranging from free and easy tours to those that are more challenging and adventurous, and the in-depth exploration of culture, history, and tradition depends on the desire of the customers. It currently covers 5 main destinations which are Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam.

Due to the growth of the business, Sophear later founded the SOPHIYA Corporation, in which she took SOPHIYA Travel & Tour and U&ME Spa, Massage & Salon under the corporation's wing forming a successful business empire of her own. The success translates into numerous achievements such as the Best Outbound Tour Operator of the Year from the Mekong Tourism Alliance Award, amongst others. At the same time, Sophear herself was also recognised as a successful business owner. She was recently awarded the 2017 ASEAN Youth Social Entrepreneur Award in Manila., Philippines from the Asian Youth Social Entrepreneurship Association (NYC).

A strong team driving business growth

To Sophear, a part of her business success is contributed

to by her team. As described by Sophear, the company of only 27 full-time employees is composed of a very strong and talented team. Every staff member is well educated and has been working with the company for a long time. All of them are equipped with high-tech tools that would help customers and enhance their own capabilities when delivering their services. Moreover, SOPHIYA Travel & Tours also has its own in-house tour leaders and tour escorts. These travel with the group to provide more in-depth and technical information than a regular tour guide would.

In doing so, Sophear makes sure that all of her staff receive enough training and have complete knowledge about destinations and other related necessary information before they go out in the field. And most importantly, she ensures that her staff are capable of communicating in many languages to be able to serve multinational groups of customers.

Improving the quality of the service with technology and innovation

As a full-fledged and technology oriented travel & tour services company, SOPHIYA Travel & Tours has exciting products to offer to travellers, regardless of their travel purpose. For efficiency in business operations, ticketing and hotel reservation can be done and

confirmed by the online application. The company has partnered with world-wide airlines via the IATA booking engine to improve the flight booking procedure through a one stop ticketing service shop. This helps the company to book tickets to any part of the world without having to go to the official purchasing channel of each airline operator. The same goes for hotel reservations, since the company has also linked up with worldwide hotel booking engines to assist with its accommodation reservation procedure.

Realising who your competitor is and striving hard to improve and to win

Sophear realises that there is always competition in every business sector. “We do have competitors. But we are never afraid of them. Actually, they make us strive harder to improve and keep abreast of information about attractions and destinations with training and quality services to improve our standards, and to differentiate ourselves from them,” Sophear stated. She also added that conducting research is very crucial to SOPHIYA Travel & Tours to understand what the market really wants. By participating in travel trade shows in the region and other western markets, the company can not only announce its presence to customers, but also capture the tourism trend of markets outside of Cambodia.



Above: Sophear giving an acceptance speech at the Cambodia Youth Entrepreneurship Award for the 2016 Outstanding Women Entrepreneur Award

Below (left): The team at SOPHIYA Travel & Tours

Below (right): A picture from the trip arranged by SOPHIYA & Tour



Company Profile

Corporate Name:

Sophiya Travel & Tours

Establish: 2005

Number of Employees: 27

International Activities:

- Having outsourcing of services in foreign countries
- Inbound tourism

Awards:

The company has received local and international recognitions including:

- 2017 ASEAN Youth Social Entrepreneur Award (AYSEA)
- 2016 Outstanding Women Entrepreneur Awards (CYEA)
- 2015 The 1st Outstanding ASEAN Women Entrepreneur Award
- 2014 The Best Outbound Tour Operator of the Year, etc

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Udon Auto Glass Co., Ltd.

A successful company of 200 people that has conquered the entire Northeastern region of Thailand in auto glass installation and auto related services



*Mrs. Samol Chakuttadakul,
Managing Director*

KEY SUCCESS ELEMENTS

- Be daring and risk taking
- Realize local competitive advantages
- Make use of technology
- Corporate unity

PROFILE

Udon Auto Glass Co., Ltd. was founded on July 20th 1995 and later officially registered on July 23rd 1997.

Currently, there are a total of 8 Udon Auto Glass outlets: 7 in Thailand and 1 in Vientiane, Lao PDR. As the business has grown, Samol Chakuttadakul has become not only a successful and respected

business woman in Udon Thani, but also an inspiration for so many of the young generation following her, especially young women entrepreneurs. This is reflected in her amount of national and international recognition. She recently just represented Thailand and received an award as Thailand's outstanding ASEAN women entrepreneur in Manila, Philippines.

Daring and risk taking as the winning attitude

Samol was born in a family of farmers along with her sisters in Nakhon Ratchasima province, where the majority of the people's work is agriculture-related, such as on a rice plantation. With a brave heart, Samol decided to move to Bangkok to pursue higher education in accounting and law.

She later came back and worked at her sister's glass shop. From that she accumulated knowledge on auto windshield installation. After 4 years, the pair decided to start their own housing estate business and have moved to Udon Thani province.

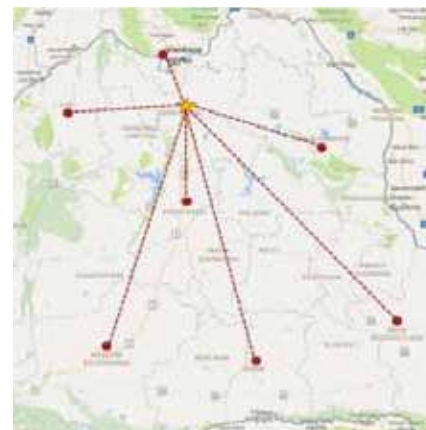
During the 1997 financial crisis, her sister's business was severely affected by the crisis and she asked for Samol's help. She saw this as a business opportunity, taking into consideration the market instability and her willingness to help her sister, she established

Udon Auto Glass to buy glass from her sisters and that was how it all started.

Realizing local competitive advantages to remain competitive

Because Thailand has a very strong glass manufacturing industry, the company is able to source glasses more efficiently and cheaply compared to imports from other countries. "All glass is sourced locally from Thai suppliers, mainly from Bangkok, where the production sites are located" says Samol.

In terms of a strategic location, Udon Thani province is considered to be the capital province of the North Eastern region of the country. So it makes sense to utilize the strategic location of Udon Thani province as the company's distribution center of glass and distribute it to other outlets across the region and Vientiane, Lao PDR.



Utilizing technology to produce insight and guide strategy

Having only a social media presence is not enough for the business to be successful. One of many differentiators of Udon Auto Glass is in fact the use of technology integrated into the business operation. “My idol is my forth sister. She introduced and encouraged me to use the ERP software for the finance function, which is what our competitors don’t have”. This enables Samol and her team to perform basic data analytics to produce insight and others that yields endless business opportunities.

Business visionary through linkage with Japan

Even as a visionary leader, just auto glass installation service can’t generate desirable and sustained growth. Therefore, Samol always keeps herself up to date with the latest technology. The company offers auto film installation, glass coating, and GPS tracking. With her personal preference for the Japanese culture and also with her son being awarded a scholarship to study in Japan, she has established a relationship with the country by sourcing high-quality materials such as glass coating material from Japan to ensure the highest-possible service.

Company Profile

Corporate Name:
Udon Auto Glass Co., Ltd.

Establish: 1995

Number of Employees: 200

International Activities:
Having foreign affiliates and branches

Awards:
The company has received local and international recognitions including:

- Thailand’s Outstanding ASEAN Women Entrepreneur 2017, ASEAN
- The Best National SMEs Award, the 6th, 7th, 8th National SME Contest
- SME Provincial Champion Award
- Business Development Activities Star 2016
- Governance of the Year Award, The North East (5 consecutive years)

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Official Line Account



Left:
Services offered by Udon Auto Glass

Below:
Udon Auto Glass complex in Udon Thani province

Below: Samol with her Outstanding ASEAN Women Entrepreneurs Award 2017 in Manila, Philippines

Below: The trophy from the 7th SMEs National Awards 2015 given to Udon Auto Glass given by the Office of the Small and Medium Enterprises Promotion



Right: Samol was invited as a guest speaker by the Japanese Government to speak about women as an entrepreneur



Vcargo Worldwide

An 18 year in operation pioneering company that transforms the traditional logistics business



*Mr. Paulo Tibig,
Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Maintaining business ethic to ensure the success
- An alignment of business operations and service

PROFILE

In 1999, a driven young entrepreneur Paulo Tibig founded his own logistics company, Vcargo Worldwide. He started to have exposure in the logistics business way back in college when he worked as a part time messenger for a custom brokerage company. Originally named as Vintel Logistics, the company was

rebranded in 2008 to emphasize the brand value and perception.

Having been operating for 18 years, the company is a B2B service company, offering the so-called logistics marketing services wherein the company combines logistics and freight service with marketing service.

Currently, Vcargo is servicing numbers of multinational and national clients from various industries – FMCG, appliances and electronics, finance, manufacturing, and even SMEs.

Strong work ethic is the key for success

When asked what the rule of thumb or the success element for Vcargo is, the very first thing that came to Paulo's mind was the business ethic. "One of our core values or mantras is to do business, whether locally or internationally, that adhere to the highest ethical standards," says Paulo. For him, it is crucial to be consistent in terms of quality and codes of conduct along the course of the service starting from the discussion period to the final delivery of service. Paulo also added that since the service of Vcargo is intangible, the company recognizes that it is just as good as the last service provided. Notwithstanding recognitions received by Vcargo Worldwide, the company still considers continuous business

deals with its loyal clients to be the best return on time invested as this generates sustainable business and relationship for the company.

Service alignment to the key differentiators

For many successful businesses, one of the key success factors is their ability to differentiate themselves from its competitors. Offering something new and different can give a company a head start. However, for Paulo, it is more important to know what to do with these differentiators. Vcargo Worldwide strives to have its service and business operations anchored to those differentiators to sustainably drive the company like cogs that keep a machine operates smoothly.

Being the pioneer in combining traditional logistics and freight service with marketing service, there had been a period of trial and error. However, over the years, the company has successfully mastered its logistics marketing service that caters to corporate needs in terms of marketing initiatives. Its proven results, among others, led the company to be recognized as one of the top domestic freightforwarding businesses by the Civil Aeronautics Board (CAB) and also as one of the top shippers by Cebu Pacific Airline.



Above: VCargo's employees delivering service to a client

Right: VCargo's warehouse service

Below: VCargo's corporate office in Manila, Philippines



Above: VCargo's service trucks

Company Profile

Corporate Name:

Vcargo Worldwide

Establish: 1999

Number of Employees: 250

International Activities:

Having outsourcing of service in foreign countries

Awards:

- Cebu Pacific Top Shipper 2010-2016
- Philippines Civil Aeronautics Board, Top Airfreight Forwarder 2010-2014
- Asean Business Awards Philippines, 2014 Young Entrepreneur Award
- Philippine Marketing Association, 2014 AGORA Awards, Outstanding Achievement in Entrepreneurship for Medium Scale Enterprise
- 2014 Asean Business Awards, Runner-up, Most Admired Asean Enterprise

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Yang Kee Logistics Pte. Ltd.

A fast growing transportation and logistics company with global presence in over 11 countries



*Mr. Ken Koh,
Group Chief Executive Officer*

KEY SUCCESS ELEMENTS

- Geographic hub
- Technology and innovation for modernized logistics
- Accelerated growth by Merger & Acquisition (M&A)

PROFILE

Founded by Koh Yang Kee in 1990, Yang Kee Logistics is an end-to-end supply chain logistics solutions provider with a global presence in 11 countries.

With a team of over 650 employees, Yang Kee Logistics serves a wide range of industries including the oil and gas, consumer

and retail, food and beverage, healthcare, and chemical sectors.

Currently, Ken Koh, has succeeded his father Koh Yang Kee as the Chief Executive Officer for the company.

From Singapore to 11 countries across Asia Pacific

Yang Kee Logistics was founded in 1990 as a trucking company with only 2 trucks. Today, with its headquarters in Singapore and branches in Australia, Cambodia, China, Hong Kong, Indonesia, Malaysia, Philippines, Thailand, Viet Nam and US, “Yang Kee” as a group is a global total logistics solutions provider.

With over 1.8 million square feet of total warehouse area, Yang Kee is one of the top logistics and warehousing companies in Singapore. Its services include international freight forwarding, warehouse management, dangerous goods storage, trucking and distribution, and specialized project logistics for their multinational customers in a wide range of industries.



Accelerated growth by merger & acquisition

The most notable acquisition was completed in 2017 when Yang Kee Logistics acquired Axima Pte. Ltd., an Australian based company. This strategic acquisition will drive the future growth of Yang Kee’s international freight business by extending its footprint to huge developed markets such as Australia, China and the United States. “This will strengthen our position in key trade lanes, deepen our freight management capabilities, and expand our service offerings to customers”, says Ken Koh.

Modernization of traditional logistics business with technology and innovation

Ken Koh joined the company in 2001 to modernize and expand the business. The company invested in IT and implemented systems for cargo management, warehouse management, etc.

In March 2017, Yang Kee Logistics signed a partnership with Logos South East Asia to offer high-quality logistics properties in Singapore and will be building the Yang Kee Logistics Integrated Hub at Tuas South Link, which will include the world’s first framed multi-storey automated container depot that addresses

the productivity issues that the traditional industry is currently facing. This will be a game changer in the industry to lead productivity gains. With a warehouse and automated container depot housed

in close proximity, the supply chain effect will be more seamless, reducing turnaround time.

Below (from left to right): Framed multi-storey automated container depot, Mr. Koh Yang Kee, founder Headquarters in Singapore, Trucking and distribution operations



Company Profile

Corporate Name:
Yang Kee Logistics Pte. Ltd.

Established: 1990

Number of Employees: 650

International Activities:
Having foreign affiliates and branches

- Awards:**
- ‘Most Enterprising 3PL SME of the year 2015’ at the Supply Chain Asia Awards
 - SME 100 Award 2016 – Singapore’s Fast Moving Companies

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APPENDIX

MSME INTERNATIONALIZATION PROGRAM

ASEAN

Responsible Institution

The **ASEAN Coordinating Committee on MSME (ACCMSME)** oversees the implementation of the ASEAN Strategic Action Plan on SME Development (2016-2025). This includes **the Strategic Goal C on enhancing market access and internationalization for SMEs in ASEAN**, through providing information platforms and capacity building programs at the regional level, to help promote the export quality/capacity of MSMEs, and develop regional support schemes for market access and integration into the global value chain. The desired outcomes and planned actions are:

Desired Outcomes		Planned Actions	
C1	Support schemes for market access and integration into the global supply chain will be further developed.	C1-1	Increase information on regional and global market access and opportunities.
		C1-2	Promote partnership with MNCs/large enterprises to increase market access and opportunities.
		C1-3	Enhance the use of e-commerce.
		C1-4	Promote adoption of international standards of quality to facilitate market access.
C2	Export quality/capacity of SMEs will be promoted.	C2-1	Establish mechanisms to help SMEs increase exports.

Responsible Institution

Darussalam Enterprise (DARe) – is the MSME focal agency with the mission to enable enterprises through a business-friendly environment that provides infrastructure, reliable support services and effective development programs to encourage businesses to succeed.

DARe's initiatives supporting SMEs internationalization	
Initiative	Description
Industry Business Academy	An SME development and program where the core concepts are in starting, running, and expanding a business.
A Start-up Bootcamp	A 100-day 'accelerator' program that identifies businesses that have the potential to scale rapidly and export their products and services. It ropes in leading experts in key business fields including legal, marketing, branding and finance. Towards the end of the program, start-ups will then take center stage on a "demo-day" where they pitch to investors.
Micro-Credit Financing Scheme	Through DARe's collaboration with local banks, micro businesses can apply for a micro financing of up to BND\$15,000 to start or further grow their business.
Market Access	A platform to provide opportunities for local enterprises to connect to the overseas market. DARe is working closely with the Energy and Industry Department under the Prime Minister's Office to ensure effective business matchmaking and networking events such as overseas expos and trade fairs, as well as counsel MSMEs on the next steps needed to export.
Industrial Sites	Provides and manages industrial land and complexes for businesses at 30 sites across all 4 districts in Brunei.

Responsible Institution

The General Department of SME and Handicraft (GDSMEH) – supports the development of MSMEs of Cambodia toward economic harmonization and society to achieve national and related policies. Its missions are: boost business environment and investment on manufacturing SMEs; improve the competitiveness of MSMEs; promote the productivity and value added products for export markets and supporting industries; create conducive manufacturing MSMEs registration licenses environment in simple and time saving manner; prepare or promote the cluster of MSMEs in various segments of production; assist MSMEs in access to finance.

Cambodia's initiatives supporting SMEs internationalization	
Initiative	Description
Market Research	Ministry of Commerce is offering the market research assistance to the Cambodian MSMEs.
Financial Support to International Trade Fairs	Ministry of Commerce is currently supporting some international trade fairs.
Cluster Development	Ministry of Industry and Handicraft (MIH) is cooperating with Worldbridge International Co., Ltd in piloting the first SME Eco Park, which aims at gathering MSMEs producing food and beverage into one single production base and link or supply to the market with assistance from the company itself. The company is responsible for market research, partner identification and matchmaking. Once this initiative is succeed and ready to plug in, MIH is planning to have it plug in each province with along with another initiative of OVOP (One Village One Product).

Indonesia

Responsible Institution

The Ministry of Cooperatives and SMEs – acts as main government institution responsible for SMEs and entrepreneurship development in Indonesia. In addition, there are at least 24 ministries and agencies taking parts in the development of SMEs in Indonesia, in which each focuses on different aspects.

The Ministry of Cooperatives and SMEs' initiatives supporting SMEs internationalization	
Initiative	Description
Exhibition	This exhibition program are devided into domestic and international exhibition, which bring together all the interested SMEs. The international exhibition program has included several countries, such as Malaysia, Brunei Darussalam, Philippines, Viet Nam, Hong Kong, China, USA, Dubai, United Kingdome, and many other countries.
Standardize and Certification	This program aims to ensure that the operational activities and products produced by SMEs are in compliance with applicable standards, through standardization and certification facilities. The facilities includes ISO 9001:2008, SNI, HACCP, Intellectual Property Right (Copyright and Brand Right), and Halal.
Follow-up on ASEAN Cooperation	The active participation of Ministry of Cooperatives and SMEs in many international forums, such as ACCMSME, BIMP-EAGA, ACEDAC, etc. could foster SMEs internationalization, through their participation in international workshop, seminar, and forum.
SMEs Digitalization	In collaboration with US-ASEAN Business Council, with the theme of “Digital Tools for SMEs”, this workshop aims to increase SMEs awareness on technology, by educating SMEs on how to expand their business through the maximum use of digital platform.
Improving SMEs Competitiveness through International Experts	ASEAN – Korea Institute for Advancement of Technology (KIAT): Technology Advice and Solution from Korea (TASK) is a SMEs mentoring program by international experts. This program aims to directly assist SMEs to seek for technical solutions and best practice in order to improve their productivity.

Responsible Institution

The Department of Small and Medium Enterprise Promotion (DOSMEP) – the mandates of promoting and developing the SMEs nationwide through various supportive policies stipulated in the SME Development Plan. The current version is the SME Development Plan for 2016-2020, in which is being implemented now.

DOSMEP's initiatives supporting SMEs internationalization	
Initiative	Description
Business Matching Event	The event is jointly organized various annual business matching with Lao National Chamber of Commerce and Industry (LNCCI). Previous business matchings were between Laos and Thailand, Viet Nam, Singapore, and Korea.
Export Subsidy	A subsidy program provided to eligible SMEs.
Capability Building for SMEs	To provide training on Productivity and Quality management as to improve product and services closer to international requirements: <ul style="list-style-type: none"> - Provide training on Business Planning Development as to strengthening the business management and mitigating risks of business operations. - Support local SMEs, especially women and young entrepreneurs, attending regional workshop to understand the regional business trends. - Provided training on ICT application for SMEs under ACTI Project. - Workshop on improving quality of handicraft products.
Know-how Sharing	To provide workshops for local SMEs on various fields which attended by regional and global guest speakers and expert. Eg. Sustainability Agribusiness Assessment, Sustainability on Ecotourism SMEs, Best Practice of GMP for Food and Beverages SMEs.
Market Research	Cooperated with Lao National Chamber of Commerce and Industry (LNCCI) setting up SME Service Center under the support of RELATED Project (GIZ) as to serve basic information for SMEs. The centre is located at the LNCCI <ul style="list-style-type: none"> - Established the Ecommerce website www.plaosme.com to be the market place for SME's products and services. This is the initiative stage on bring SME to regional market.
Partner Identification	The current partner includes; <ul style="list-style-type: none"> - The Lao National Chamber of Commerce and Industry (LNCCI) - The Department of Trade Promotion - The Department of Import and Export - Business Associations – Associations under the LNCCI, Lao Women Entrepreneur Association, Young Entrepreneur Association - Office of SME Promotion (OSMEP), Thailand
Financial Support to International Trade Fairs	Partially sponsor for SME attending to international trade fairs: Milan EXPO, CAEXPO. The sponsoring includes air ticket, accommodation, or exhibition fees.

Responsible Institution

The SME Corporation Malaysia (SME Corp. Malaysia) – is a Central Coordinating Agency under the Ministry of International Trade and Industry Malaysia that formulates overall policies and strategies for Small and Medium Enterprises (SMEs) and coordinates the implementation of SME development programs across all related Ministries and Agencies. The current SME Masterplan captures initiatives into 6 focuses under the 6 high impact programs.

SME Corp. Malaysia's initiatives supporting SMEs internationalization	
Initiative	Description
Integration of Business Registration and Licensing	The program aims at creating a single window for both business registration and licensing to encourage formation and formalization of businesses. The HIP 1 is Malaysia's inter-agency effort, being led by Malaysian Administrative Modernization and Management Planning Unit (MAMPU) in collaboration with SME Corp. Malaysia, Companies Commission of Malaysia, Implementation Coordination Unit (ICU), Malaysia Productivity Corporation (MPC) and the state Governments.
Technology Commercialization Platform	A program designed for Malaysian SMEs to help them seamlessly move their innovations along the complex stages of the commercialization process by providing end-to-end facilitation. The model addresses the innovation gaps through a holistic and 'market-driven' approach in supporting innovation and industrial competitiveness.
SME Investment Program	The program is a co-funding initiative between Government and private investors to enhance access to financing for early-stage SMEs. Under the program, investment management companies known as SME Partners who will solicit funds from the private investors will be appointed. SME Partner will then channel the fund to viable SMEs in the form of debt or hybrid of debt and equity.
Going Export Program	The GoEX offers customized assistance to new exporters and SMEs venturing into new markets. Export-ready SMEs can avail to comprehensive support which among others includes linkage to market expertise and buyers, and compliance to standards to expedite internationalization of products and services.
Catalyst Program	The program aims to create homegrown champions through a targeted approach with support in the area of financing, market access and human capital development. The program will have transparent selection criteria and exit mechanism. The Green LED/SSL, BioNext Initiative, Aerospace and Medical Devices under the Catalyst Program are currently being implemented to create high growth SMEs.
Inclusive Innovation	The Inclusive Innovation is specifically designed to empower the bottom 40% of the income pyramid. The program will promote transformation of communities, including micro enterprise in the rural areas through handholding as well as provision of technical, financial and management support.

Myanmar

Responsible Institution

SME Development Department – is a department under the Directorate of Industrial Supervision and Inspection, Ministry of Industry, with a mission to develop the economy by promoting the development of small and medium enterprises, creating jobs, generating new income, and raising the standard of living of its people.

SME Development Department's initiatives supporting SMEs internationalization	
Initiative	Description
Business Matching Event	Myanmar holds a number of business matching events with its trading partners every year. Most of which are specifically for small and medium enterprises.
Capability Building for SMEs	<ol style="list-style-type: none"> 1. Basic Short Course for Skill Labour Training 2. Business Management Training (cooperated with GIZ) 3. Corporate Social Responsibility International Session Training (cooperated with Building Markets) 4. Business Plan Creation and Strategy Development Training (cooperated with FNF) 5. Training for Youth & Women Entrepreneurship (cooperated with UNIDO) 6. Start& Improve Your Business (SIYB) Training (cooperated with ILO) 7. Costing and Planning for Financial Plan (cooperated with ILO) 8. Work Improvement Small Enterprise (WISE) TOT (cooperated with ILO)
Know-how Sharing	<p>Technology Transfers were supported by Small and Medium Enterprises Development Department (SMEDD) cooperated with inline ministries and development partners as follows:</p> <ul style="list-style-type: none"> • Dry-rice noodle technology transfer • General knowledge on IP- Myanmar Version • ISO 9001 for SME • ISO-ITEC for SME • MANGO SME • Productivity and Waste Control • Productivity Improvement Through 5 S • Protect Design, GI, Patent, Trademark • PUM Tea • Soap Technology • Tomato Technology • Foundry and Forging <p>Awareness programs were implemented by SMEDD and development partners' organizations:</p> <ul style="list-style-type: none"> • SME Guidebook Awareness Training • Credit Guarantee Insurance System Awareness Workshop • JICA Two Step Loan Awareness Workshop • Saturday SME Talk (GIZ) • OECD Policy Dialogue / Workshop (OECD)
Market Research	<ol style="list-style-type: none"> 1. Costing and Planning (AAT Business School ILO) 2. Market Analysis Tools Training(supported by SMEDD) 3. Action Learning Training(supported by SMEDD)

Partner Identification	GIZ (Germany) FNF (Germany) UNIDO (United States) JICA (Japan) PUM Netherlands (Netherland) Building Markets (Canada) JROOT (Korea)
Access to Finance	1. CGI (Sumitomo Mitsui Banking Corporation & C.B Bank) 2. Two Step Loan by JICA
Policy, Law, Rules, and Regulations	1. Small and Medium Enterprises Development Law (2015) 2. Small and Medium Enterprises Development Policy (2015) 3. Small and Medium Enterprises Development Rules (2016)

Philippines

Responsible Institution

Department of Trade and Industry (DTI) – The DTI is responsible for realizing the country’s goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation. Pursuant to the Philippine Development Plan (PDP) 2017-2022, DTI shall endeavour to reduce inequality and poverty by expanding economic opportunities in industry and services, and by increasing the access particularly of micro, small and medium enterprises (MSMEs), cooperatives and overseas Filipinos (OFs) to these opportunities.

DTI’s initiatives supporting SMEs internationalization	
Initiative	Description
Doing Business in Free Trade Area (DBFTA)	The Doing Business in the Free Trade Areas program is a series of sessions that impart exhaustive information to various stakeholders, particularly MSMEs, regarding free trade agreements and preferential schemes of the Philippines. The DTI’s Export Marketing Bureau conducts these business information sessions covering topics such as market opportunities, tariff schemes, rules of origin, and customs procedures, among others.
Regional Inclusive Platform for Philippine Exporters (RIPPLES)	<p>The RIPPLES Program aims to develop new and existing exporters aligned with the Philippine Export Development Plan’s key and emerging sectors. The interventions are designed to prepare MSMEs to compete in terms of volume, quality, price, packaging, compliance with market-entry requirements, rules and regulations, and design leadership.</p> <p>The priorities sectors of RIPPLES include electronic manufacturing services and semiconductor manufacturing service; automotive and auto parts; aerospace parts; chemicals; shipbuilding, Roll-on Roll off (Ro-Ro) as well as small and medium-sized vessels; furniture, wearables and gifts, decors and housewares (GDH); tool and die; agri-business; information technology business process management; transport and logistics; tourism; and, construction procedures and documentation, import facilities for exporters, buyer linkages, export financing and incentives, product raw material sourcing and other statistical information. The agency also assists exporters in export relate problems and trade complaints.</p>
Export Assistance Network (EXPONET)	The DTI Export Assistance Network (EXPONET) helps exporters and prospective exporters’ access information and resolve specific problems related to exporting. EXPONET provides information on export seminar schedules, export organizing, export procedures and documentation, import facilities for exporters, buyer linkages, export financing and incentives, product raw material sourcing and other statistical information. The agency also assists exporters in export related problems/trade complaints.

Singapore

Responsible Institution

SPRING Singapore – is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and building trust in Singapore products and services. As the enterprise development agency, SPRING works with partners to help enterprises in financing, capability and management development, technology and innovation, and access to markets.

International Enterprise Singapore (IE Singapore) – is the government agency that promotes international trade and partners Singapore companies to go global.

A new government agency, named Enterprise Singapore, will be formed through the merger of IE Singapore and SPRING. This underscores the government’s commitment to adapt and strengthen our support for our enterprises. Leveraging IE Singapore’s core strengths in internationalization and SPRING’s expertise and levers in helping SMEs, the newly-formed agency will offer companies a holistic and integrated network to build capabilities and access overseas markets opportunities, in Q2 2018.

SPRING’s initiatives supporting SMEs internationalization	
Initiative	Description
Market Readiness Assistance (MRA) Grant	The MRA Grant supports pre-determined activities in overseas market setups, identification of business partners and overseas market promotion. These activities include conducting feasibility studies, incorporation of business entities in overseas markets, IP registration, PR and marketing and online marketing. MRA supports 70% of eligible costs of these activities, capped at \$20,000 per fiscal year. Link: https://www.iesingapore.gov.sg/Assistance/MRA
Global Company Partnership (GCP) Grant	The GCP Programme grooms globally competitive companies through building internal capabilities, developing manpower, accessing markets and providing access to financing under the GCP grant. GCP supports up to 70% of eligible expenses for SMEs, and up to 50% for other Singapore-based companies. Link: https://www.iesingapore.gov.sg/Assistance/Global-Company-Partnership-Grant
Market Access Incubation Program (MAIP)	MAIP provides startups with funding of up to 70% on eligible costs for overseas missions and fairs organised by approved incubators.
International Marketing Activities Programme (iMAP)	The iMAP supports overseas business missions and Singapore Pavilions at international trade fairs organised by Trade Associations and Chambers. Companies who participate in iMAP approved activities receive support of up to 70% of eligible expenses, such as rental of exhibition space, booth construction cost and fair/mission consultancy expenses. Link: https://www.iesingapore.gov.sg/Assistance/Market-Readiness-Assistance/Financial-Assistance/iMAP
Double Tax Deduction for Internationalization (DTD)	Singapore businesses can get a double deduction on their taxes for qualifying market expansion expenses and overseas investment development expenses. Link: https://www.iesingapore.gov.sg/E-Services/Double-Tax-Deduction-for-Internationalisation

<p>Internationalisation Finance Scheme for Marine and Offshore Engineering Companies (IFS - M &OE)</p>	<p>Companies in the Marine and Offshore sector (e.g. Offshore Support Services and Shipyards), may access up to \$70M in credit facilities.</p> <p>Link: https://www.iesingapore.gov.sg/Assistance/Global-Company-Partnership/Access-to-Financing/Internationalisation-Finance-Scheme-Mand-OE</p>
<p>Political Risk Insurance Scheme (PRIS)</p>	<p>PRIS enables qualifying Singapore companies to receive premium support for PRI policies. IE Singapore will support 50% of the premium for up to the first 3 years of each PRI policy. This is subject to a maximum amount of \$500,000 per qualifying Singapore-based company.</p> <p>*PRIS is a financial assistance programme under IE Singapore's GCP programme.</p> <p>Link: https://www.iesingapore.gov.sg/Assistance/Global-Company-Partnership/Access-to-Financing/Political-Risk-Insurance-Scheme</p>
<p>Loan Insurance Scheme (LIS)</p>	<p>The Loan Insurance Scheme (LIS) is a joint programme between IE Singapore and SPRING Singapore. LIS helps companies secure short term trade financing lines from banks by insuring the banks against insolvency risks of the borrowers.</p> <p>Link: https://www.iesingapore.gov.sg/Assistance/Global-Company-Partnership/Access-to-Financing/Loan-Insurance-Scheme https://www.spring.gov.sg/Growing-Business/Loan/Pages/loan-insurancescheme.aspx</p>
<p>Trade Credit Insurance Scheme (TCIS)</p>	<p>The TCIS enables qualifying Singapore companies to receive premium support for TCI policies. IE Singapore will support up to 50% of the minimum premium for TCI policies held with Singapore-registered credit insurers. This is subject to a maximum amount of S\$100,000 per qualifying Singapore-based company.</p> <p>Link: https://www.iesingapore.gov.sg/Assistance/Global-Company-Partnership/Access-to-Financing/Trade-Credit-Insurance-Scheme</p>
<p>Capability Development Grant (CDG)</p>	<p>The CDG aims to support SMEs to scale up business capabilities and ensure business sustainability. Companies can take on projects in areas such as product development, human capital development, business processes enhancements for productivity and business model transformation. The grant defrays up to 70% of qualifying project costs such as consultancy, training, certification and equipment costs.</p> <p>Link: https://www.spring.gov.sg/Growing-Business/Grant/Pages/capabilitydevelopment-grant.aspx</p>

Thailand

Responsible Institution

The Office of Small and Medium Enterprises Promotion (OSMEP) – is the leading organization in formulating policies and strategies on SME promotion as well as to serve as a focal agency in coordinating the network systems of public and private sectors in order to drive SMEs to grow with strength and sustainability.

OSMEP's initiatives supporting SMEs internationalization	
Initiative	Description
Business Matching Event	There are business matching events to support SME internationalization; welcoming foreign trade delegation to Thailand (incoming trade mission) and organizing a trade delegation to negotiate an overseas trade (outgoing trade mission). The government serves as a link between local businesses and foreign businesses. Moreover, the marketing activities includes activities in the public relations and promoting the image of Thai products and services as well.
Capability Building for SMEs	There are variety of programs on capacity building for SMEs, for example, development of knowledge for entrepreneurs to create value added products and services by focusing on branding, product development, or product and packaging development to meet new trends and needs of the international markets as in the form of seminar and training.
Trade Policy Information and Commercial Intelligence	There are important information services available for export supporting, such as the international market situation, which covers trade and investment fundamentals, international trade information, and information support services such as potential market and insights.
Financial Support to International Trade Fairs	Funding is already supported to SMEs in various projects, for example, to encourage entrepreneurs to attend trade shows in various countries. However, there are different levels of supports to SMEs.
Self Certification	The government also facilitates self-certification process through the government e-service, which include the system of ASEAN self-registration on certification of the origin and exporter self-certification system.
Participation in Global Value Chain	The government attaches great importance to enhance the competitiveness of SMEs to become part of the global value chain. The mechanism includes (1) central market for trading materials and parts which acting as the intermediary on industrial linkage for the supplier and the buyer of the parts to meet as one-stop sourcing center (2) buyer meet seller which the manufacturer's parts will visit the buyer's factory to provide an opportunity to visualize the assembly process, also to provide an opportunity to produce various components to feed the buyers (3) sourcing service and business matchmaking services by supplying supplier information to buyer company and (4) Taking Thai SMEs to international exhibitions in order to provide opportunity to link with customers aboard, etc.

E-commerce Promotion	<p>There are many implementing e-commerce promotion programs from government agencies. The programs include;</p> <ol style="list-style-type: none"> (1) SME Go Online – facilitating and capacity building to enhance SME knowledge on online marketing. (2) Offline to Online Community Product Development (B2C) – creating an online marketing channel and establishing distribution centers through online channels for Thai SMEs. (3) E-Commerce Market Expansion Program – building and developing Thai businesses on using e-commerce to expand market in the digital economy and promoting Thai e-commerce business to be recognized and have potential to expand the business into the international market.
Custom Procedure Information	<p>There are two main services as follow.</p> <p>Integrated tariff database – there is a service providing the import – export tariff rate which getting exemption of duty, special privileges, also related knowledge.</p> <p>E-tracking system – it is a system providing online custom clearance tracking services such as inbound invoice, outbound shipment, account information, and invoice information to be used in fastening the work.</p>

Responsible Institution

The Agency for Enterprise Development (AED) – is an institution under the Ministry of Planning and Investment Viet Nam. It assists the Minister in performing state management functions related to Small and Medium Enterprise Development; state-owned enterprise reform. AED has duties to preside over or participate in preparing legal normative documents on the arrangement, innovation of state-owned enterprises, the development of Small and Medium-sized Enterprises, and mechanisms, policies, solutions to the development of types of enterprises to submit to competent levels for promulgation.

AED's initiatives supporting SMEs internationalization	
Initiative	Description
Business Matching Event and Export Support	<p>National Program on Export Promotion implemented by Ministry of Trade and Industry.</p> <p>The main objective of the Program is to strengthen trade promotion activities, export development, domestic market expansion in order to improve the competitiveness in production and business of Vietnamese enterprise; to link among trade, investment and tourism promotion.</p>
Capability Building for SMEs	<p>National SME Support Training Program implemented by Ministry of Planning and Investment.</p> <p>The main objective of the Program is to improve the management capability for SME and encouraging start-up.</p>
Quality Standard	<p>National program on Improving productivity and quality of Vietnamese enterprise's products and goods to 2020 implemented by Ministry of Science and Technology.</p> <p>Overall objective of Program is to formulate and apply a system of standards, technical regulations, management systems, models and tools for improvement of productivity and quality; to develop necessary resources to raise the productivity and quality of products and goods; to make visible changes in the productivity and quality of key products and goods as well as the competitiveness of enterprises to contribute to the country's socio economic development.</p>
Building Brand	<p>The National Brand Program Promotion implemented by Ministry of Trade and Industry.</p> <p>The National Brand Program aims to promote national image, national brand through product brand (goods and services). This is a long-term trade promotion program aimed at building and promoting trade names, geographical indications and trademarks of Vietnamese goods and services on domestic and foreign markets.</p>

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