

Workshop Testimonials



SUCCESS STORY

SINGAPORE EDB WORKSHOP TESTIMONIALS



How has the Workshop supported your expansion to Asia, from Singapore?



The Workshop by the Singapore Economic Development Board helped provide the insights that supported Coval Technologies in our expansion in APAC, and advice on using Singapore as a launchpad for the region.

Michael Ellsworth
CEO
Coval Technologies



How has the Workshop supported your expansion to Asia, from Singapore?



The Workshop by the Singapore Economic Development Board and Asia Market Entry was a game changer for our expansion in Southeast Asia. Anthony and Jing Wen's insights provided us with the foundation to develop our strategy for entering the automotive retail market, with Singapore as the hub. Their guidance was crucial in shaping our successful market entry.

Jimmy Brumant
Chief Data Officer
beeZlink group



How has the Workshop supported your expansion to Asia, from Singapore?



The EDB workshop was instrumental in clarifying key operational and strategic aspects for our company's setup and expansion in Asia, including detailed insights into hiring practices and governmental strategies. It significantly bolstered our global expansion efforts, with Singapore serving as a vital hub. The support from EDB was crucial, providing us with strategic advantages and facilitating our access to broader Asian markets.

Qianru Zhang
Strategy Manager
Fuel Ventures Asia



During the workshop, Asia Market Entry, provided profound insights that helped my team and me understand the intricacies of moving our business to Singapore. His guidance was crucial in shaping our strategic approach. It was an online workshop using Miro, a cool and simple way managing the workshops online. AME's enthusiasm for our plan was particularly encouraging, as he saw potential in Vidola Titans, a confidential aspect of our business. Your guidance and encouragement have been invaluable.

Vishnukanth Ladhchumigandan,
Founder, Vidola Labs

How has the Workshop supported your expansion to Asia, from Singapore?



As the Head of APAC, I can attest that the Workshop has provided our company, with its APAC headquarters in Singapore, an exceptional platform to understand and navigate expansion into regional Asian markets. Collaborating with trusted partners through their platform instills a high level of confidence. This support is crucial for leaders like myself as we chart our growth strategies from Singapore.

James Ang
Vice President, APAC and Japan
Chainalysis



How has the Workshop supported your expansion to Asia, from Singapore?



The Workshop arranged by Singapore Economic Development Board offers business leaders free, personalized workshops on doing business in SEA. It helps us to have more professional advice and insights supporting us for the expansion in SEA. I really appreciate the work they have done and I am looking forward to more workshops with the Singapore EDB in the near future!

Tina E
International Marketing Director
Dalian Daxin Group



How has the Workshop supported your expansion to Asia, from Singapore?



The Workshop was instrumental in providing us with tailored insights and expert advice on our APAC expansion strategy. With Singapore serving as our strategic launchpad, the invaluable support from the Singapore EDB and its expert partners has been a trusty compass, steering us towards informed decisions and a robust growth trajectory across APAC.

Kylie Vermeiren
APAC Expansion Lead
Bluecrux



I am writing to express my sincere gratitude for recent engagement with Asia Market Entry (AME), one of your esteemed service providers, which was incredibly insightful and productive. AME's efficiency and expertise were evident throughout our consultation. They quickly understood the challenges and opportunities that Jetway Global faces as we aim to expand our presence in Southeast Asia. His ability to provide clear, actionable advice has been invaluable in helping us refine our strategies, especially considering our current resource constraints.

David Wu, Managing Partner,
Jetway Global

WORKSHOP MALAYSIA

Vidola Labs

During the workshop, Asia Market Entry provided profound insights that helped my team and me understand the intricacies of moving our business to Singapore. The session's engaging Miro format and the team's enthusiasm for our vision were highly encouraging.

Vishnukanth Ladhchumigandan | Founder



WORKSHOP CHINA

Runh Power

The workshop exceeded expectations. From the very first intro call, it was clear this wasn't just another generic business seminar—it was a fast-paced, high-impact session tailored specifically to companies like ours working on ambitious growth in Southeast Asia. Steve and the team were incredibly thoughtful and helpful throughout.

Clara Han | Business Development Director



WORKSHOP CHINA

Dalian Daxin Group

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Tina E | International Marketing Director



WORKSHOP UK

Macrovesta

The Workshop helped us refine our focus, identify key priorities, and address critical challenges like misbranding and partner model development. We left The Workshop with a solid roadmap and heightened confidence in our ability to penetrate this high-potential region. I wholeheartedly recommend Asia Market Entry to any company looking for tailored market entry strategies and practical advice.

Olly Jobling | Co-Founder & Managing Director



WORKSHOP BELGIUM

Bluecrux

The Workshop was instrumental in providing us with tailored insights and expert advice on our APAC expansion strategy. With Singapore serving as our strategic launchpad, the invaluable support from the Singapore EDB and its expert partners has been a trusty compass, steering us towards informed decisions and a robust growth trajectory across APAC.

Kylie Vermeiren | APAC Expansion Lead



WORKSHOP UK

LIVR

Asia Market Entry's workshop exceeded my expectations with its practical insights and interactive approach. The innovative use of Miro made complex market dynamics engaging and helped me develop a much deeper understanding of Singapore's business landscape.

Leo Kellgren-Parker | CEO



WORKSHOP UK

Fuel Ventures Asia

The EDB workshop was instrumental in clarifying key operational and strategic aspects for our company's setup and expansion in Asia, including detailed insights into hiring practices and governmental strategies. It significantly bolstered our global expansion efforts, with Singapore serving as a vital hub. The support from EDB was crucial, providing us with strategic advantages and facilitating our access to broader Asian markets.

Qianru Zhang | Strategy Manager



WORKSHOP MONGOLIA

Clean Resource Development

Asia Market Entry's workshop on Singaporean market was a truly valuable experience - well-organised, insightful, and full of practical takeaways that have since helped shape our strategic direction back in Mongolia. It was not only practical and insightful, but also directly relevant to the challenges we face in Mongolia.

Khshorgil Gansukh | Chief Business Development Officer



WORKSHOP SINGAPORE

InMat-Tech

Working with Asia Market Entry was a genuinely positive experience. The Workshop was thoughtfully structured, with insights and analysis that directly addressed our business needs. The Workshop is accessible to micro and small companies too, which is incredibly valuable to companies like ours.

Isaac Lim | Managing Director



WORKSHOP SAUDI ARABIA

Isnaad

The workshop session and the subsequent recommendations report were incredibly insightful and have provided a clear strategic direction for Isnaad's expansion into the Southeast Asian market. The comprehensive analysis and tailored approach have been invaluable by identifying key opportunities and refine our go-to-market strategy.

Abdulrahmen AlOmar | CEO



WORKSHOP SINGAPORE

Enva Solutions

Asia Market Entry quickly understood the nuances of our business and asked the right questions to get to the heart of our challenges. Their tailored workshop and practical recommendations gave us clear, actionable next steps to support our expansion goals.

Sunny Tsun | Founder and Managing Director



WORKSHOP JAPAN

SoftBank Corp.

I sincerely enjoyed the workshop experience including the follow-up analysis and their recommendations. The well-structured framework and the experienced facilitator, Steve, effectively addressed key and in-depth questions. This clarity helped us refine our strategy and prioritize critical areas, particularly for tackling challenges in the APAC region.

Motoyoshi Yamaho | Account Manager, Global Business Development Office



WORKSHOP SINGAPORE

SparkleHaze

The design thinking approach Asia Market Entry brought to the EDB Workshop process was both refreshing and effective. Their ability to quickly understand the core of our business and its unique challenges was genuinely impressive, enabling them to deliver clear, strategic recommendations, in a remarkably short time.

Sharan Bhinder | Chief Customer Officer



WORKSHOP NEW ZEALAND

Aspeq

Asia Market Entry's workshop added significant value to Aspeq's strategic initiatives in Asia. It delivered key insights into what resonates with regulators when sourcing for skills or competence assessment providers. These insights helped Aspeq sharpen how we communicate our integrity and the global recognition of our services.

Ramesh Ganesh | Relationships Manager



Coval Technologies, a Singapore-based coatings company, joined The Workshop presented by EDB to clarify its Southeast Asia expansion strategy. The session, led by Asia Market Entry CEO Steve Dawson, helped the company step back and reassess its market approach through an interactive strategy-mapping exercise focused on revenue growth in Asia-Pacific.

Through the workshop, Coval identified improvements to its distributor strategy, pricing structure, and supply chain, and developed a phased go-to-market plan suited to its small regional team. Asia Market Entry's personalised approach helped uncover gaps in distributor incentives and market prioritisation, resulting in a documented strategy and a clearer roadmap for expansion across Southeast Asia.



The Workshop turned out to be much more practical and tailored to our specific needs than we anticipated.



Mike Ellsworth
CEO
Coval Technologies

Muuse and NOVA CERT, both operating in the sustainability sector, engaged Asia Market Entry through The Workshop to gain clarity on how to prioritise growth opportunities in Southeast Asia. Facing multiple expansion possibilities but limited resources, both companies needed a more focused strategy.

Through the workshop, Asia Market Entry helped them prioritise key growth activities, refine their service offerings to better fit regional demand, and structure their expansion plans. As a result, Muuse streamlined its events reuse solutions and began securing more business, while NOVA CERT gained a clearer roadmap for sustainable regional expansion and avoided common market entry pitfalls.



"Since the Workshop, we've continued to refine and streamline our service offerings, particularly around our events reuse solution."

"The Workshop has been instrumental in shaping our roadmap for a structured and sustainable expansion."



Jonathan Tostevin
CEO
Muuse



Dr Raul G Mitre
Executive Director
NOVA CERT