

## GUAVA: Bridging The Gap Of Hospitality And Internationalisation

How GUAVA leveraged on GlobalConnect@SBF's wide network and market expertise to expand its geographical footprint and operations in the international market



### GUAVA

Company: **GUAVA Amenities Pte Ltd**  
Industry: **Hospitality**  
Expansion market: **Vietnam**

#### Challenges

- Unfamiliar with the local regulations and market requirements of Vietnam
- Information gaps in its overseas entity incorporation and investment processes

#### Outcomes

- Embassy support to assist on regulatory and administrative requirements in Vietnam
- Enhanced understanding of the Vietnam market and an accelerated localisation pace
- An established strategic business connection that enables GUAVA to achieve efficiency in quality, costs, environmental and social impact along its internationalisation journey

The name GUAVA is synonymous with top-class hospitality services for international hospitality groups, airlines and cruise liners. GUAVA specialises in developing holistic guest amenities solutions that enriches their clients' Branding, delivered at locally competitive prices, and creates scalable sustainable impact in line with the United Nations Sustainable Development Goals. The company, founded in 2004, envisions to drive a sustainable supply chain and looks to expand its international presence. The company's network covers Canada, UAE, USA, UK, Japan, China, to name a few.

#### Equipping GUAVA to overcome regulatory hurdles

Being the largest guest amenities company in Singapore and having more than 100 partners in manufacturing, distribution and product development across the regions, GUAVA has embarked on its internationalisation journey in 2015. The GUAVA-GlobalConnect@SBF connection had its initiation in 2019 when GUAVA expanded its portfolio to the new star of ASEAN - Vietnam.



**Amy Wee, Country Head, Vietnam market of GlobalConnect@SBF, has been instrumental in our overseas expansion journey. She was able to provide practical market entry advice and connect us to relevant partners in Vietnam.**

**GlobalConnect@SBF is an invaluable resource for companies that are looking to enter new markets.**

Gabriel Tan, Director,  
**GUAVA**



Gabriel Tan, a Director of GUAVA, linked with Amy Wee, country head of Vietnam of GlobalConnect@SBF, to gain a better understanding of Vietnam's local regulations and market requirements. The comprehensive information that followed has been instrumental for GUAVA, as it allowed the company to manage its legal and compliance risks more effectively. To mitigate possible regulatory challenges in the future, Amy also introduced GUAVA to the Vietnam Embassy in Singapore, which could advise the company on regulatory and administrative procedures from time to time.



**The government-to-government connection was crucial in helping sort out red-tape issues involving the imports of our products into Vietnam.**

Gabriel Tan, Director,  
GUAVA

### Establishing the "Vietnam" presence

Before the pandemic, the Vietnam hospitality industry was in the midst of a boom. GUAVA saw the rising demand for hospitality amenities from its customer pipeline there. In order to seize the golden opportunity in Vietnam and commit to the company's sustainability vision, it was crucial for GUAVA to set up its operations there.

Once again, GlobalConnect@SBF came into the picture and took the extra mile. GlobalConnect@SBF introduced GUAVA to law firms and banks that could help the company navigate business practice complications on the ground. Equipped with in-market specialists as the GUAVA backbone in Vietnam, the company made a remarkable move on its regional expansion game plan.

### Forging strategic connections to fuel up regional business growth

Following the operation set-up in Vietnam, the next step for GUAVA was to decentralise its supply base from China to that of the respective local market. Gabriel recognised that having a local manufacturer could bring significant value to both GUAVA and its customers, as having the products produced locally not only significantly reduce the carbon footprint to GUAVA products but also allow GUAVA to manage its cost more effectively and improve turnaround time to customers.

It was then that GlobalConnect@SBF played a pivotal role in forming a fruitful relationship between a global strategic partner and GUAVA. With the new partner on board, GUAVA had the leverage to strengthen itself as a worldwide brand further by ensuring standard consistency globally.

Despite the pandemic, GUAVA successfully entered Vietnam in 2020; to achieve a 5-digit sales figure from Vietnam and has more ongoing projects in its pipelines. As GUAVA continues to explore the expansion of its Southeast Asia footprint, Gabriel foresees tapping on the GlobalConnect@SBF team's role as an active value-added advisor to tap onto other future strategic partners and other new markets.



**What makes us different is that the team at GlobalConnect@SBF is on the ground. We have a Vietnam team that is specifically there to help the SMEs with everything they need to ensure that their transition is as smooth as possible.**

Amy Wee, Country Head – Vietnam,  
GlobalConnect@SBF

### **In the future, building Singapore companies for internationalisation**

Citing the successful collaboration between GUAVA and GlobalConnect@SBF, both parties believe that this story could inspire other Singapore companies to take that leap of faith when it comes to internationalisation. What makes the GlobalConnect@SBF team stand out is its ability to connect businesses, as they understand the challenges firms go through and provide the best pragmatic and viable solutions.



**The door of opportunities has opened; GlobalConnect@SBF will continue its stride down the lane with Singapore SMEs.**

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