



## THE COMPANY

Company: **GUAVA Amenities**  
 Industry: **Hospitality**  
 Year of Establishment: **2004**  
 Purpose: **Creating scalable sustainable impact, together**  
 Current Size:  
**> 40,000 tonnes of global liquid produced annually**  
**> 100 partners globally**

GUAVA is the world leader and trusted partner in guest amenities and related consumables to the hospitality and travel industry. They provide globally scalable sustainable solutions, covering the whole spectrum, from luxury to standard needs, required by global hospitality chains, airlines and cruise liners – which is known as Holistic Guest Amenities.



## THE CHALLENGE

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



## GLOBALCONNECT@SBF'S ROLE

- Introduced GUAVA to the Vietnam in Singapore, which could advise the company on regulatory and administrative procedures
- Introduced GUAVA to law firms and banks that help the company to navigate their business practice
- Connect GUAVA to a strategic partner that could strengthen the company's offerings on a global scale



## OUTCOME

- 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 is beneficial to GUAVA internationalisation journey



## FUTURE OUTLOOK

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.

