



THE COMPANY

Company: **Guava Amenities Pte Ltd ("Guava")**

Industry: **Hospitality**

Year of Establishment: **2004**

Vision: **To help leading hospitality chains to improve brand compliance, increase profits and impact lives**

Current Size:

> 40,000 tonnes of global liquid produced annually

> 100 partners in the pipeline

Though Guava already has an extensive partnership with many regional hospitality groups, the fast-growing Singapore SME encountered obstacles tapping into Vietnam's hospitality sector. The homegrown brand aims to integrate its existing supply chain which will add value to Guava's brand recognition.



THE CHALLENGE



The knowledge gap in customs compliance of the country



Inefficient business development with local clients



Incoherence supply of raw materials, leading to inconsistency in product quality



GLOBALCONNECT@SBF'S ROLE



Connected Guava to the Vietnam Embassy for regulatory assistance



Educate and engage Guava in the Vietnam hospitality market



Initiate and moderate new collaborations that elevate Guava's growth



OUTCOME



Embassy support to minimise regulatory hurdles in the future



Successful networking, leading to the expansion of the Vietnam client base



Established strategic business connections that will enhance Guava's production line



FUTURE OUTLOOK

Following the fruitful collaboration between Guava and GlobalConnect@SBF, both parties foresee more mentorship in Guava's future expansion plan. GlobalConnect@SBF believes that this success story should inspire other SMEs in Singapore to take that leap of faith when it comes to internationalization.

