



Getting to know YOU

Driving sales + awareness in Singapore and
South-East Asia

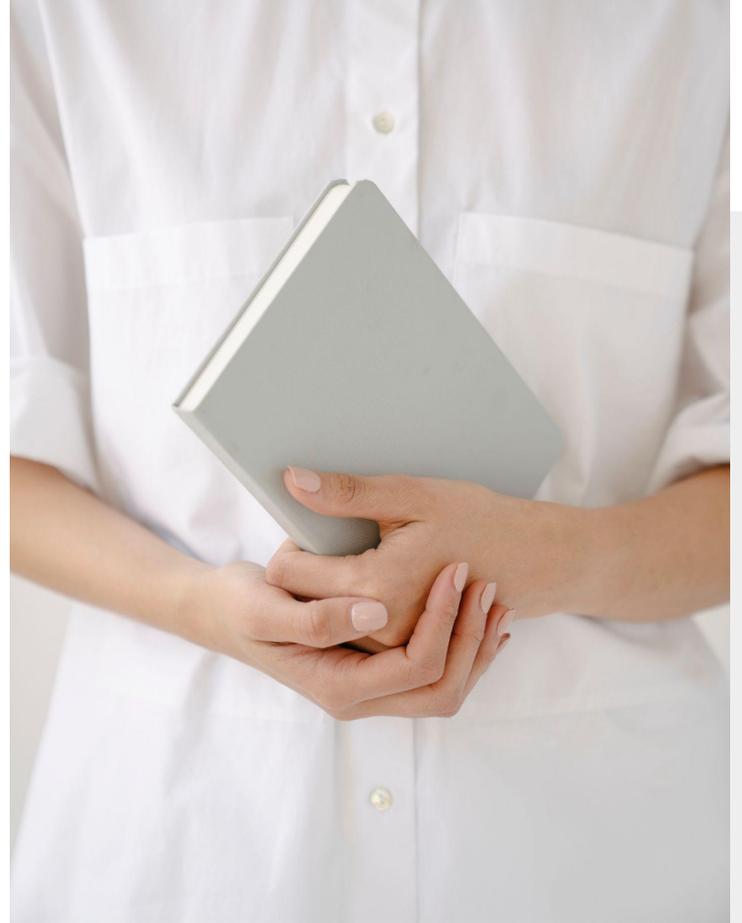




About Stella

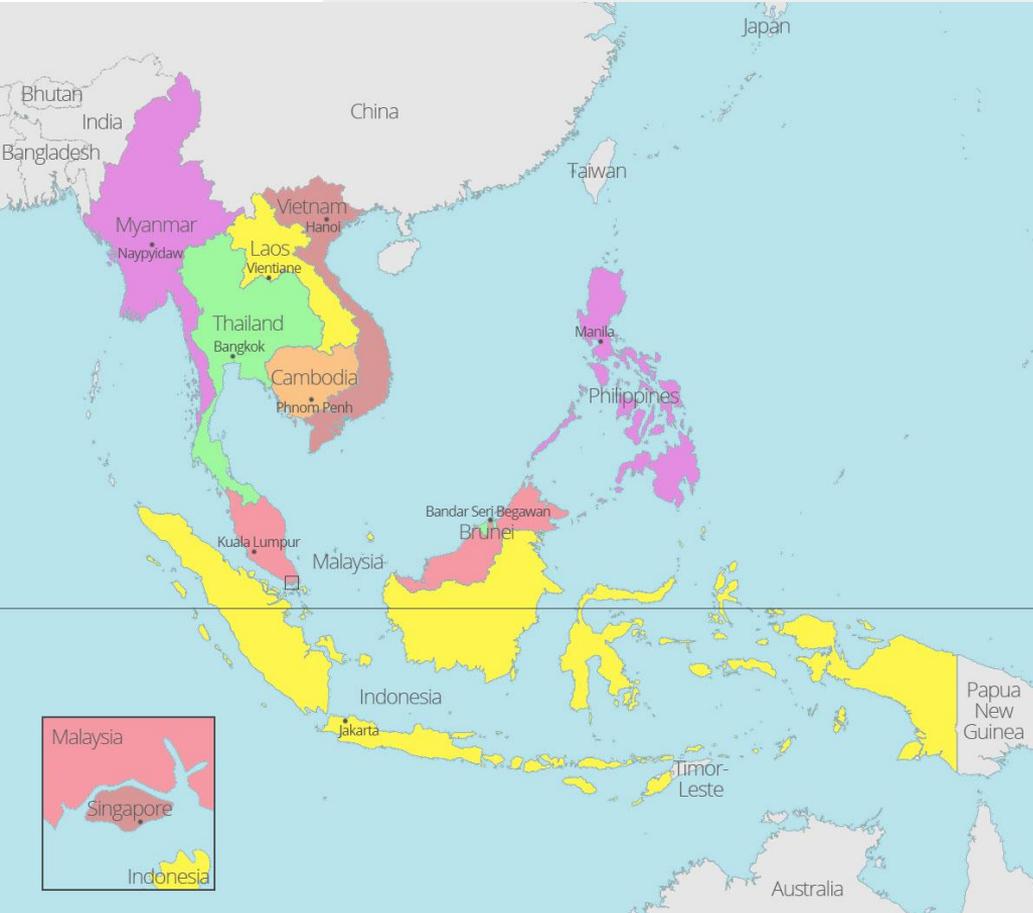
Stella is a certified Singapore Management Consultant, and founded Plenty in 2019 to help small businesses decipher their story, and tell these stories to the world. Having built up an extensive network in the region, Stella now specialises in helping Singaporean businesses enter regional markets, and introducing brands from Europe to the Southeast Asia market.

In her previous roles, Stella led strategic communications for blue chip technology, B2B, travel and consumer brands.





Singapore, The Gateway of Southeast Asia



Southeast Asia

11 countries, including Brunei, Cambodia, East Timor (Timor-Leste), Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

Southeast Asia in Numbers

US\$3.86

trillion

**Total combined Gross
Domestic Product (GDP)***

679.36

million

Total population*

1,200++

**Spoken languages in
the region*****

67.6 %

**Percentage of people
age 15-64 (2023)******



Why set up your
company in
Singapore first?

Singapore in numbers

US\$63,542

GDP/capita (2nd worldwide)

1st in Asia

Most digitally competitive economy as ranked by IMD World Competitiveness Center

S\$25 billion

Estimated government investment in research, innovation and enterprise under RIE2025 Plan



Strategic
Location



Political
Stability



Pro-Business
Policies



Financial
Hub



Skilled
Workers



Innovation &
Research



World-class
Infrastructure



Transparent & Fair
Legal System



Green
Initiatives



Intellectual
Property
Protection

Singapore is also a mature fundraising environment and government supports expansion through grants

Singapore Grants & Funding Opportunities

STARTUP 

- Startup SG Founder Grant
- Startup SG Equity
- Startup SG Tech

Enterprise
Singapore

- Core Capabilities
- Innovation & Productivity
- Market Access

Incubators

- [Spaze Ventures](#)
- [JCS Venture Lab](#)
- NUS Ventures

Angel Investors

- [Business Angel Network South East Asia \(BANSEA\)](#)
- [Singapore Angel Network \(SAN\)](#)

But not all
who enters,
succeed





How do you get
your brand right
for SE-Asia?

Do's



Localise content



Market Research



Local Resonance

Don'ts



**Overlook Local
Competition**

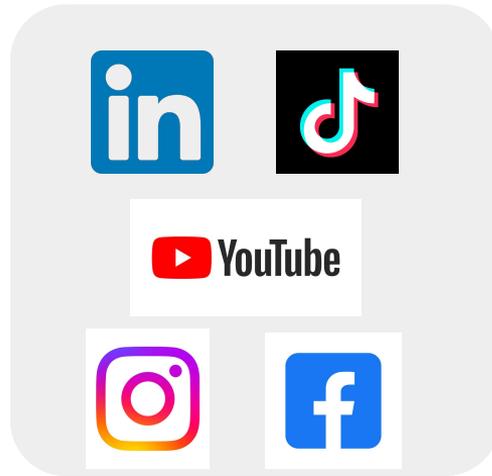


**Neglect Cultural
Sensitivity**

Selecting the right channels for awareness and sales



Digital Platforms



Social media



Online shopping

Media Engagement



IRL Touchpoints



Product sampling



Retail presence



OOH Advertising

Trade shows in the region



Singapore

Energy



Food



Tech



Health



Indonesia

Energy

INDORENERGY
2024 EXPO & FORUM

A PAMERINDO INDONESIA TRADE EVENT

ELECTRIC & POWER
INDONESIA

A PAMERINDO INDONESIA TRADE EVENT

MINING
INDONESIA

Enlit Asia

INDOWATER
EXPO & FORUM

Food

SIAL InterFOOD
INSPIRE FOOD BUSINESS



International
Indonesia
Seafood &
Meat Expo



Indonesia
Cold Chain
Expo

FOOD + 08 - 11 MAY 2024
BEVERAGE JIExpo Kemayoran
INDONESIA Jakarta, Indonesia

Tech

IDTEX The 5th
Indonesia Digital
Technology Expo

DTI-CX 2024
Digital Transformation Indonesia
Conference & Expo

**Refrigeration
&HVAC**
Indonesia

INDO
BUILD
TECH
INDONESIA
BUILDING
TECHNOLOGY
EXPO

Health

HOSPITAL
EXPO
SINCE 1978

INDO
HEALTH
CARE

Malaysia

Energy



OTC ASIA 2024

27 Feb - 1 Mar 2024
Kuala Lumpur, Malaysia

Food



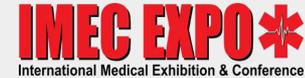
MALAYSIAN
INTERNATIONAL
FOOD & BEVERAGE
TRADE FAIR



Tech



Health



Vietnam

Energy



Food



Tech



Health



Thailand

Energy



Food



Tech



Health



Philippines

Energy



Food



Tech



Health



Business Associations in SEA

ASEAN



Country-led



About Us



How We Can Help



INSIGHTS



**BUSINESS
STRATEGY +
MATCHING**



AMPLIFICATION



STORYTELLING



MEASUREMENT



**SG GRANT
COUNSEL**

Plenty: Our Story

Plenty was founded in 2019 to help small companies decipher their stories and tell these stories to the world.

We specialise in the South-East Asian region, and we help you to shift the needle where it matters.

We talk to governments, media, consumers and business partners in the aim of achieving the outcome you need.

A lot has been said about the dog eat dog world of business.

At Plenty, we believe that there is a kinder and more collaborative way that we can all work together. We believe in a world of abundance, where there is more than enough to go round.



Our Clients

F&B / Retail



SEORAE 서래
당메기



purely

Education



Travel / Lifestyle



Corporate



Services



Case Studies



DeNora Water Technologies

Industrial Guide Asia
24 November 2021 · 🌐

De Nora awarded one of Asia's largest Water Disinfection Projects at Singapore's Johor River Water Works
Read here: <https://www.iiga.news/.../de-nora-awarded-one-of-asias-larges...>
Find more news at <https://iiga.news>
#industrialguideasia #industrialnews #manufacturingnews #engineeringnews



IIGA.NEWS
De Nora Water Technologies to provide on-site hypochlorite generation systems for Singapore's Johor River.....



Water and Wastewater Asia
10 June 2021 · 🌐

New design ensures reliable treatment, while minimising safety concerns and enabling supply chain independence for water operators.



WATERWASTEWATERASIA.COM
De Nora launches Cechlo-MS 200 OSCG system - Water & Wastewater Asia

- De Nora is a global provider of sustainable technologies and water and wastewater treatment solutions since 1923
- Engaged Plenty to help in their ASEAN outreach strategy through trade show participation and thought leadership engagement in the region

Berkeley Group

Berkeley Group Asia
153 followers
1w · Edited ·

Last Tuesday evening, we were delighted to collaborate with FMI 至匯投資 to host a client appreciation event at Fortnum & Mason Hong Kong.

It was a fantastic night filled with lots of fun and laughter. We all got to know each other better while shopping for the latest Fortnum & Mason products with exclusive discounts specially for the event.

This event was an excellent opportunity to catch up with familiar faces after the pandemic, and we thank our partners, FMI and Fortnum & Mason, for hosting.

We look forward to more events in the future with you all!

Carmen Chiu Fortnum & Mason Richard Gilding Jeffrey Lee, Susan Tang kath wong Thomas Kuok FMI 至匯投資 Steve Ming

78 · 1 comment · 4 reposts

berkeleygroupasia
Fulham Reach, London

16 likes

berkeleygroupasia One of the best ways to fully enjoy the beauty of the River Thames is through rowing 🛶

Located within the award-winning #FulhamReach development, Fulham Reach Boat Club allows you to enjoy the view and experience what has been a significant part of the #Fulham community. The country's leading rowing club aims to give rowing access to a cross-section of the community with a comprehensive fleet of boats, an indoor training room and an outstanding club room with top-class facilities.

If you're a resident of #FulhamReach, you can come back to #TheTamesisClub to enjoy the state-of-the-art holistic wellness facilities, which include a sauna, steam room, and a wide range of beauty therapy treatments to rejuvenate, relax and uplift your tired body after a day of rowing!

#BerkeleyGroup #BerkeleyHomes #UnitedKingdom #UK #London #Rowing #RowingClub #RiverThames #LondonLife #Wellness #Holistic #Sport

berkeleygroupasia

TOP UNIVERSITIES IN THE UK

KING'S COLLEGE LONDON
Ranked high in *governance, justice and strong institutions, sustainable cities and communities, good health and well-being, and partnerships for the goals.*

UNIVERSITY OF SUSSEX
Ranked high in *an equitable, sustainable cities and communities, justice and strong institutions, and partnerships for the goals.*

UNIVERSITY OF SURREY
Ranked high in *decent work and economic growth, reducing inequalities, responsible consumption and production, and partnerships for the goals.*

University of East London
Ranked high in *reducing inequalities, gender equality, quality education, and partnerships for the goals.*

University of Reading
Ranked high in *decent work and economic growth, responsible consumption and production, reducing inequalities, and partnerships for the goals.*

2 likes

berkeleygroupasia How do UK universities fare in sustainability?

Times Higher Education Impact Rankings is the only global performance table that assesses universities against the United Nations' Sustainable Development Goals (SDGs). The ranking is calibrated based on research, stewardship, outreach, and teaching initiatives that signify their sustainability commitment. Here are some of the top universities in the UK creating an impact on the community! 🌱

Read more: <https://bit.ly/3z5TH4E>

Berkeley Group Asia
153 followers
1mo · Edited ·

We were delighted to work with **British Chamber of Commerce Singapore (BritCham)** to host Sir Lindsay Hoyle, Speaker of the House of Commons for a special dinner during his recent visit to Singapore.

During this exclusive event, Sir Lindsay graced us with his perspectives and insights from his unique front row seat during this time of significant changes.

Berkeley Group was also pleased to host our partners **Benham and Reeves Singapore, Crestbrick, JLL, and One Global Group** at this event.

It was a dinner filled with deep conversations, new connections and great insights - We thank BritCham for this wonderful opportunity and we look forward to more of such events in future.

L to R: **Luke Ward** (Berkeley Group), **Germaine Chow** (Crestbrick), **Sir Lindsay Hoyle**, **Doris Tan** (Benham & Reeves), **James Puddle** (One Global Group – behind), **Shir Yee Chua** (JLL), **John Yan** (Berkeley Group)

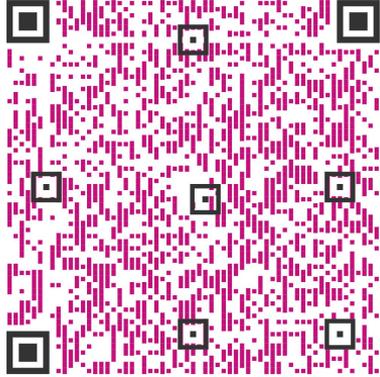
73 · 8 reposts

- Berkeley Group is one of the largest property developers in the UK
- Plenty was engaged to develop market insights, lead generation campaigns and content to drive awareness in the region

L'Effet



- L'effet is a new curated shopping platform for the finest independent luxury brands in London
- Plenty worked with the founders to engage both Singaporean and UK partners like Singapore Airlines, Huntsman, Globetrotter, Liberty etc
- Plenty also led the market launch of the program and app in the region



Thank You

stella@plenty.team

+65 9389-9178

