



S.E.A CONNECT 2023

Korea

Korea Business Matching Date:

31st May 2023, 10am - 5pm

Korea International Exhibition Center (KINTEX)

Brands looking to expand into the market:

- Tress & Curvy
- Reddot Brewhouse
- Pin Wei Chee Cheong Fun
- One Prawn Noodle
- Tiong Bahru Hainanese Boneless Chicken Rice
- Specific Gravity
- Oathentic
- Direct Harvest Co
- Singrass
- DeliverSG
- CHU Collagen
- Philip Logistics
- Warong Kim
- Blanco Court Beef Noodle
- SGI Shipping
- Shanghai Fruits
- CST Logistics
- Hair+ Lab
- Mrs Hen

Organiser:



SIMPLE GROUP



Introduction to

Simple Group

Simple Group specializes in organizing events such as virtual and physical events in different markets.

Tapping on our network in the market, we also organise business matching activities in the market.

Our Mission:

To expand Singapore brands' corporate footprint overseas.

Our Past Track Records

Project History

1

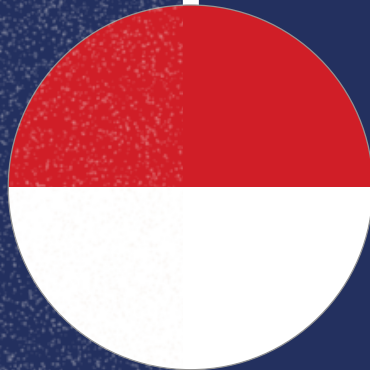


Vietnam

Makan Singapore
Virtual Trade Fair

30 Singaporean Brands
660 local companies registered

2



Indonesia

Makan Singapore Indonesia / IFGC
Hybrid Trade Fair

45 Singapore & Intl Brands
1,200 local companies registered
94 Business Matching Sessions conducted

3



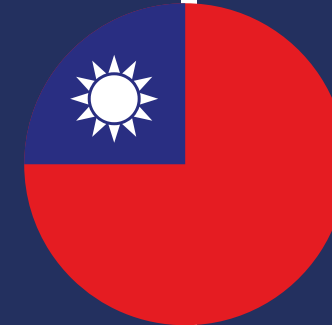
Vietnam

IRTF/ S.E.A Connect Vietnam
Hybrid Trade Fair

33 Singapore & Intl Brands
800 local companies registered

118 Business Matching Sessions conducted

4



Taiwan

S.E.A Connect Taiwan
Business Matching Activity

33 Singapore & Intl Brands
500 local companies registered

120 Business Matching Sessions conducted

5



Hong Kong

S.E.A Connect Hong Kong
Business Matching Activity

10 Singapore Brands

55 Business Matching Sessions conducted

6



Philippines

S.E.A Connect Philippines
Business Matching Activity

5 Singapore Brands

23 Business Matching Sessions conducted

Michelin-Bib Gourmand



PIN WEI CHEE CHEONG FUN

[Website](#)

In the 1950s, Pin Wei started out as a small push-cart business, selling traditional Chinese delicacy, chwee kueh. But just a little 10 years ago, Pin Wei switched from specialising in chwee kueh to specialising in chee cheong fun by spending a fortune on a custom made electric gas steamer. Till date, Pin Wei Hong Kong Chee Cheong Fun has achieved a consistent and efficient production pace in which delicate near-perfect rolls are always served, enticing one to return for more.

Looking to match with:
Partners, investors, franchisees





Michelin-Bib Gourmand



ONE PRAWN & CO

[Website](#)

One Prawn Noodle is headed by Gwyneth Ang, with more than 10 years under her belt working in established restaurants like Burnt Ends, Tong Le Private Dining and Forlino. Her experience has enabled her to implement great techniques across different cuisines. With key inspirations drawn from Penang Prawn noodles and Japanese Ramen broth, she created her own prawn noodles packed with mouth-watering goodness.

Looking to match with:
Partners, investors, franchisees

Tiong Bahru Hainanese Boneless Chicken Rice

[Website](#)

Cheong Weng Wah learnt the ropes of perfecting a plate of chicken rice from a friend who had worked at the Mandarin Hotel in Singapore. After learning and mastering the art of creating the dish, Cheong then passed on the ropes to his brother, turning the business into a sibling partnership. Since its opening in 1988 at the Tiong Bahru Market, the brand expands its scale with many stores islandwide including Tiong Bahru, Chinatown, Changi Village and Tampines. After 32 years of tradition and experience, Tiong Bahru Hainanese Boneless Chicken Rice now has become a household name in Singapore.



Looking to match with:
Partners, investors, franchisees



Warong Kim's Seafood

[Website](#)

With a menu that features classic seafood favorites like chilli crab, black pepper crab, and sambal stingray, as well as more unique offerings like crayfish in tom yum soup, Warong Kim's Seafood is a halal spinoff with something for every seafood lover!

Looking to match with:
Partners, investors, franchisees



Mrs. Hen

SPICY



JUICY

est. 2020

MRS HEN

[Website](#)

Looking to match with:
Partners, investors, franchisees

Mrs. Hen is just a groovy emak-emak who loves to bring joy to everyone around her with her cooking. She loves making SPICY & JUICY Ayam Geprek... Ayam Geprek is an Indonesian crispy battered fried chicken crushed and mixed with hot and spicy sambal. Geprek is Javanese term for "crushed" or "smashed", thus ayam geprek means "crushed chicken".



Blanco Court Beef Noodles

[Website](#)

Established in 1979, Blanco Court Beef Noodles begin as a pushcart stall on the busy lanes of Hainan Street during the early days of Singapore. Under the stewardship of Chopsticks Group, the brand had modernised, refined its signature dishes and introduced new offerings, while continuing to use only premium ingredients and time-honoured secret recipes passed down from generations to preserve the culinary traditions that is well-loved by locals, across generations.

Our Awards:



Looking to match with:
Partners, investors, franchisees





Reddot Brewhouse

[Website](#)

Looking to be matched with:
Alcohol distributors, wholesalers, HORECA and premium supermarkets

Since 1997, Ernest Ng founded RedDot BrewHouse out of pure passion and fondness for homebrewed beer. What used to be just humble curiosity 14 years ago is now the pioneer of the craft beer scene in Singapore. Reddot's story carries on with the expansion of their brewery in Melbourne and first overseas franchise in Yangon, Myanmar.

In 2017, RedDot BrewHouse won unprecedented success and recognition where they swept 6 gold awards in the 2017 World Beer Award.





Specific Gravity

[Website](#)

Looking to be matched with:

Alcohol distributors, wholesalers, HORECA and premium supermarkets

Beer Queen and co-founder Kim has been brewing beer for almost 25 years. Famous for her cask ales, which she developed an affinity for while brewing in the UK, Kim has a reputation for running clean, efficient, and well organized breweries. SGBC has set out to define what a modern-day SG craft beer should be by using the finest malt, real hops, live yeast, and employing artisanal techniques with the same passion, skill, and devotion to quality they've shown since the early days of Singapore microbreweries.





[Website](#)

Oathentic

- 1** Oat Milk
- 2** Oat-Based Hotpot Broths
- 3** Kombucha
- 4** Vitamax (Oat Milk Coffee Sachets)

Oathentic's oat milk is easily digestible, allowing your body to better absorb all the goodness it packs. It also results in more protein unlocked, creating a superior texture and taste.

Oathentic's kombucha is non-pasteurized, naturally carbonated, and may contain pellicles - a sign of the living bacteria that make the kombucha so special. Unlike commercial brands, fermentation process is not suppressed, so you can enjoy the full, rich flavor and fizz of Oathentic's authentic kombucha.

Looking to match with:
Distributing Agents, HORECA, Retailers





[Website](#)

Chu Collagen

- 1 Mochi Mochi Noodles
- 2 Premium Japanese Teapot Soup
- 3 Crispy Rice Puffs
- 4 Premium Collagen Soup

Driven by their love for food, the founders, Ethel and Peter, are always looking for ways to produce the tastes of 5-star restaurants' food at home. After many trials, failures and kilograms of chicken bones, Ethel managed to produce the best tasting collagen soup there is. This led to the birth of the first product - Premium Chicken Collagen Soup, which was well loved by family and friends.

This gave them the idea to turn it into a business. They then partnered a food manufacturer with an ISO 22000 certified production facility to replicate the recipe and to commercialise the process.

CHU Collagen was started with the aim of delivering high quality stock into households to elevate the cooking and dining experiences at home.

Looking to match with:

Distributing Agents, HORECA, Retailers

TRESS & CURVY

[Website](#)

RETAIL

Looking to match with:
Partners, investors, franchisees and hair product distributors

Model 01
Franchise Tress & Curvy Salon



Model 02
Hair Products Distribution



Tress & Curvy's founder, Mr Collin Yeo, is a hairstylist who always believes in finding the fine balance between elegance and simplicity, keeping yet an extraordinary look. He envisages Tress & Curvy to be the anchor flagship headquarters with the aim of becoming a top luxury hairstyling franchise throughout Southeast Asia.

With more than 20 years of experience in the industry, his creations have appeared globally in a variety of editorials, advertising campaigns, and celebrity shoots in collaboration with well acclaimed fashion photographers. Tress & Curvy's outlet is located at Pacific Plaza in Singapore.

hair+ lab

[Website](#)

Looking to match with:

Beauty and wellness product distributors, wholesalers, importers and retail channels

New Life Global Pte Ltd was incorporated in 2014 with its headquarters and manufacturing facility in Singapore. Their company's core business is in the manufacturing, distributing and retailing of their own brand of hair loss products, hair+ lab.

From research and product development to manufacturing and distribution, they are committed to helping their customers in restoring healthy hair growth. Hair+ lab is formulated with 100% premium Chinese herbal extracts using Korean extraction technology and cutting-edge German nanotechnology.

Hair+ lab has been clinically tested by a large number of global consumers from different age groups to ensure product safety and suitability. They believe in letting results speak for itself.



Hair Masks
Hair Shampoo
Hair Tonics



Our Farms and Partners



Direct Harvest Co.

Looking to match with:
Fresh produce farmers, importers, wholesalers and retail supermarkets

Direct Harvest was set up in partnership with the Ponte Group from Australia to bring fresh produce from farm to doorstep by managing the whole supply chain. Currently, DHC is looking to expand via partnership with various packhouses around the world covering full season supply and looks for new sources of supplies.

SHANGHAI FRUITS

RETAIL

Shanghai Fruits brings you the freshest fruits from

THAILAND

Thai Honey Mango, Chiku, Coconuts, Custard Apples, Mapang and Rose Apples

JAPAN

Shine Muscat Grapes and Shinano Sweet Apples

KOREA

Kyoho Grapes, Peaches, Persimmons, Shingo Pears and Strawberries

AUSTRALIA

Tasmanian Cherries

ECUADOR

Ecuadorian Yellow Dragon Fruit

[Website](#)

Shanghai Fruits

Sometime in the 1980s, Boo Chia Soon started a business called Shanghai Fresh Fruits Dealer. Later in 2011, his son, Boo Tai Hwa took over the reins and along with his wife, Kharin Lo transformed it into Shanghai Fruits Pte Ltd to become one of Singapore's largest tropical fruits importers - Thailand Honey Mango, Indonesian Harumanis, Pomelo, Guava, Longan, Mangosteen, among many others, with an annual supply capacity of 2,000 metric tons. Their clientele includes supermarkets, minimarts, restaurants, and market vendors daily.

Looking to match with:

Fresh produce farmers, importers, wholesalers and retail supermarkets



DELIVER.SG

[Website](#)

Deliver SG brings people's favourite restaurants to their doorstep in a timely and affordable way, regardless of how far they live.



1 User browses the marketplace of restaurants on DSGs' platforms and places an order.



2 Restaurants can choose to accept/reject the order.



3 DSG works with logistics partner from start to finish to ensure that food is delivered swiftly and in good condition

Looking to match with:

Companies who wishes to join/operate the app for Philippines, HORECA, Retailers



PHILIP LOGISTICS

Philip Logistics

Established 2020 in Singapore, specializing in import from China. Philip Logistics currently provide sourcing, purchasing and warehousing services in China and Singapore. This is the reason why they can offer reliable and flexible service geared to the various requirement of each client with knowledge of business environment in the ASEAN region

Range of Services: Sea Freight & Air Freight Forwarding, Warehousing, E-Fulfillment, Transportation,

Looking to match with:
Companies who wishes to utilise logistics services, traders, freight forwarders

SGI SHIPPING

[Website](#)

SGI Shipping is a proven transportation logistics solution provider in Singapore with demonstrated capability across many industry sectors. They provide a broad spectrum of services including product sourcing, air freight, sea freight and land transportation services internationally.

Their duties includes managing the entire forwarding process, cargo booking and arranging pick-up with delivery. SGI Shipping aims to be a key partner in integrated logistics in Asia offering a higher quality of service with customized needs to all their clients

Looking to match with:
Companies who wishes to utilise logistics services, traders, freight forwarders





CST CONTAINER

[Website](#)

Started in 1959, CST is a provider of dedicated and personalized Supply Chain and Logistics Solutions with warehousing and a complete suite of fulfilment services.

Their services start from Overseas arrangements, Land, Sea and Air Freight arrangements, Import & Export Customs Documentation, Container Trucking, and Lorry Crane Services, to Bonded Zero-GST Warehousing, Chilled Storage, Pick and Pack operation, Value-Added Services, Local distribution and cross-border transportations.

Looking to match with:
Companies who wishes to utilise logistics services, traders, freight forwarders



[Website](#)

Singrass

What defines us:

- 1 Zero distance from farm to fork**
- 2 Zero wastage of nutrition and water**
- 3 Zero pesticide**

Singrass is committed to provide green and innovative technological solutions to construct a harmonious urban ecosystem. Singrass has developed 11 patented technologies as a result of their dedication towards urban ecology.

Singrass provides aesthetically pleasing indoor smart eco farms that remove harmful airborne pollutants, while producing pesticide, pollutant and worry-free leafy greens to create an ecological indoor environment for your physical and mental wellbeing whilst incorporating sustainable indoor smart eco farms solutions for all indoor spaces

Looking to match with:

Partner, Investors, and recreational/corporate space operators

