

ADVENTUS SINGAPORE PTE LTD

Year of Incorporation: 2005

No. of Employees: 40

Principal Activities: Provides total print management services for clients

Key Successes:

1. A business partner to HP, Adventus offer HP multi-functional printers and single-functional printers to clients under their pay-for-use programme
2. Noting how many resellers lack pay-per-use programmes, Adventus decide to allow clients to rent equipment instead of buying outright and this has proven to be a profitable strategy for the company
3. Company has a customer base of 400 clients, with 90% of them on contracts spanning five years
4. Despite the credit crunch, Adventus is seeing about 20 per cent growth in revenue and slightly more for net profit year-on-year for their first quarter

Spokesperson:

Mr Foo Yong Kang, Don
Director

ALLALLOY DYNAWELD PTE LTD

Year of Incorporation: 2008

No. of Employees: 20

Principal Activities: Total welding solutions provider that specializes in high-end welding products and welding applications for the oil and gas sector

Key Successes:

1. Adopting a business model based on the concept of a total welding solutions provider has enabled Allalloy to emerge as a significant player in the welding industry within a mere one year
2. Owes a subsidiary in Malaysia that was set up within 10 months of operations
3. Allalloy imports welding products from Sandvik, among other principals, and is the European company's sole distributor in Singapore.
4. Some 95 percent of Allalloy's turnover comes from sole authorised dealing
5. Given that cost-cutting is key to many companies, especially during present times, Allalloy stands out for its ability to help customers cut cost and improve productivity by improving welding processes. For example, Allalloy is the only one promoting Oerlikon's High Deposition Seamless Flux Cored Submerged Arc Wires and Flux Cored Arc Welding Wired that are manufactured by Air Liquide Welding. These wires will increase their customers' welding productivity by 25 – 30 per cent without the need to upgrade their existing equipment.
6. With a strong order book till 2010, Allalloy expects turnover to grow 2.5 times this year and 50 per cent more in 2010

Spokesperson:

Mr Khaw Ban Leong, Victor
General Manager

CYLON INTERACTIVE PTE LTD

Year of Incorporation: 2000

No. of Employees: 18

Principal Activities: Distributor and wholesaler of full range of computer software titles

Key Successes:

1. Strong ties with software producers in the United Kingdom and United States allows it to represent a myriad of brands of softwares and games, including Disney, Encyclopedia Britannica and PopCap, in Singapore
2. From small booths at exhibitions and road shows, the company's products are now sold in all major shopping centres and at exhibitions
3. Company has just launched CylonLive, a web-based learning system that enables its users to access their courses anytime and at any place with a broadband connection
4. Despite the current crisis, the company believes it will be able to rake in profits on par with last year's S\$3.8 million

Spokesperson:

Mr Ali Y. Aladdin

Chief Executive Officer

JENMON INTERNATIONAL PTE LTD

Year of Incorporation: 2001

No. of Employees: 40

Principal Activities: An engineering company that deals with the design, supply, installation and commissioning of lifting equipment

Key Successes:

1. Company focuses on providing good quality products and high standard of service. It is this customer-centric culture that differentiates Jenmon from its competitors who do not emphasise the importance of service quality as much as they do production quality
2. Diverse customer base spanning across construction, entertainment and oil and gas sectors among others, provides an important buffer for the company in times of recession
3. The company has seen healthy revenue trends since it started. For instance, revenue rose 50 per cent in 2008 from 2007, net profit increased four times from 2002 to 2003, and 50 per cent in 2004 from 2003

Spokesperson:

Mr Mark Ong

Chief Executive Officer

MEDQUEST MARKETING PTE LTD

Year of Incorporation: 2001

No. of Employees: 16

Principal Activities: Distributor of healthcare equipment and medical devices to hospitals

Key Successes:

1. Enjoys sole distributorships for medical devices produced by companies in Germany, Japan and the US and supplies them to all major hospitals in Singapore
2. The company, which was profitable from the start, grew its market share in the medical healthcare industry by adopting the strategy of driving growth through penetration and depth
3. The company's track record of reliability has helped secured partnerships with firms such as Spacelabs Healthcare and ICU Medical

Spokesperson:

Mr Wan Suhaimi Bin Wan Awi
Managing Director

PURPLECLICK MEDIA PTE LTD

Year of Incorporation: 2005

No. of Employees: 20

Principal Activities: Offers search engine marketing and optimization services to businesses

Key Successes:

1. PurpleClick was the first of its kind in the region to be authorised by both Yahoo and Google
2. The company posted a turnover of about S\$2.6 million as at December 2008
3. Besides serving as a one-stop shop enabling vendors to leverage on advertising opportunities presented by search engines, PurpleClick also analyses results and helps clients advertise in a manner which is targeted, cost-effective and advantageous, thus ensuring clients' marketing efforts becomes highly performance-based. This is relevant in times of a downturn, particularly when cash management becomes very important, as it allows firms to understand, and subsequently maximize their return on marketing efforts.

Spokesperson:

Mr Tan Khang Hwee, Leonard
Managing Director

SCREENTECH DISPLAY PTE LTD

Year of Incorporation: 2005

No. of Employees: 12

Principal Activities: Designs and produces energy-saving products using light-emitting diode (LED) technology

Key Successes:

1. One of the few professional companies in the region that designs and produces energy-saving products – specifically, the use of LED technology
2. Pioneered patent-pending LED technology in lighting, light boxes and message boards
3. Screentech has been steadily gaining ground with a growing client base over the years, saving up to 80 per cent energy for customers in its niche markets of hospitality and banking industries
4. Screentech's LED technology is used in all the advertising light boxes in Changi Airport's three terminals
5. Flexibility and a strong product development team gives Screentech the ability to custom-make products for customers in the shortest concept-to-market period of three months. This advantage ensures that the company stands out from big players who seldom deviate from their product ranges

Spokesperson:

Mr Calvin Lim Boon Kiat

Director

TECBIZ FRISMAN PTE LTD

Year of Incorporation: 2001

No. of Employees: 15

Principal Activities: Provides digital investigation and IT asset management services

Key Successes:

1. Has offices in Singapore, Malaysia and Thailand
2. The company posted a turnover of about S\$2.5 million for the full year ended last December
3. MNCs make up the bulk of its clientele, including major clients like Shell, HP and Microsoft
4. The company also testifies as expert witness in court cases, e.g. Company acted for the new board of the NKF against its former board of directors

Spokesperson:

Mr Tan Swee Wan
Managing Director

XMI PTE LTD

Year of Incorporation: 2007

No. of Employees: 10

Principal Activities: Designs, sells and distributes portable multi-media players, including its signature capsule speakers

Key Successes

1. XMI has sold in 48 countries, across six continents and on 30 airlines
2. Its signature capsule speakers, each about the size of a tennis ball with extendable vacuum that acts like a loudspeaker, have swept six awards, including the Red Dot awards in 2008.
3. XMI's capsule speakers now sells in all Apple stores globally and has earned its founder, Mr Ryan Lee, a nomination for Asia's Best Young Entrepreneur 2008 by Businessweek
4. Just last year, its hugely popular X-mini portable speakers raked in nearly S\$5 million in sales for the company
5. XMI, who is looking to launch five to seven products this year, expects a turnover of S\$12 million this year

Spokesperson:

Mr Ryan Lee

Chief Executive Officer