

18<sup>th</sup> January 2024

Global Partners Consulting Pte. Ltd.

## **GPC Group Signs Strategic Business Partnership Agreement with BINAL Corporation**

### **Supporting Operational Efficiency for Japanese Companies in the Southeast Asian Region through BI Tool Implementation**

GPC Gateway Pte. Ltd. (Head Office: Singapore, hereinafter "GPC Gateway") a subsidiary of Global Partners Consulting Inc. (Head office: Tokyo, Director: Sekiguchi Yasuo, hereinafter "GPC") which is a consulting firm providing overseas expansion advisory service mainly to Asia Pacific countries, has facilitated the strategic business partnership agreement between Global Partners Technology Co., Ltd. (Head Office: Tokyo, Director: Sakamoto Shunsuke, hereinafter "GPTech"), a group company of GPC with BINAL Asia Pacific (SG) Pte. Ltd. (Director: Aoyama Shinji), a Singapore branch of BINAL Co., Ltd. (Head Office: Nagoya City Aichi, CEO: Okamoto Haruhiko, hereinafter "BINAL"), which is engaged in the development and implementation of trade software, including the "TOSS Series." In support of this strategic business partnership, GPC Gateway provided assistance in the expansion support for GPTech and BINAL, as well as support related to the business partnership itself. The agreement involves the development and implementation of the "TOSS Series," a suite of trade software including trade management, export, and import software.

The primary objective of this collaboration is to support in the enhancement of operational efficiency through the introduction of BI tools in the Southeast Asian market, which has a population of 670 million people. In line with the

commencement of this service, GPC Gateway has deployed multiple on-site personnel in Singapore to ensure a robust setup to address the growing demand for business process optimization using IT systems for the rapidly expanding enterprises in the region.

■ Significance and Objectives of the Strategic Business Partnership:

GPTech, driven by the mission to "change the norm in system orders in this country," has expanded its services in IT procurement, strategic support, and governance construction primarily focused on CIO outsourcing for public institutions and large, medium, and small enterprises. As companies expand their operations globally, there is a growing demand for using group company IT systems to enhance operational efficiency, and likewise, an increased opportunity for overseas IT companies to provide solutions in Japan.

With over 40 years of experience, BINAL has specialized in the development and implementation of trade software and international logistics systems. With a stable business foundation, BINAL has experienced significant growth in both domestic and international business performance due to the increasing trend of globalized trade transactions.

The primary objective of this strategic business partnership is to create synergy between GPTech and BINAL by leveraging GPTech's expertise in supporting Japanese companies expanding in Southeast Asia and BINAL's extensive knowledge in the international deployment of trade management systems. The partnership aims to provide services for improving operational efficiency through the introduction of BI tools in the Southeast Asian market.

Goals of the Strategic Business Partnership:

-Support operational efficiency for Japanese companies expanding in Southeast Asia through their IT systems.

-Provide opportunities for Southeast Asian local IT companies to offer solutions to the Japanese market.

-Offer borderless solutions through global talent development.

#### ■ About Global Partners Technology

Company Name: Global Partners Technology Co., Ltd.

Business Activities: CIO Outsourcing, IT Knowledge Provision

Headquarters: 3F Bancho M Building, 2-8 Rokubancho, Chiyoda-ku, Tokyo 102-0085, Japan

Representative: Shunsuke Sakamoto, President

Capital: 30 million JPY

Established: December 2008

URL: <https://gptech.jp/>

#### ■ About BINAL

Company Name: BINAL Co., Ltd.

Business Activities: Design, Development, and Sales of Trade Management Software "TOSS"

Headquarters: 7F Daiki Seimei Nagoya Building, 1-4-6 Nishiki, Naka-ku, Nagoya 460-0003, Japan

Representative: Haruhiko Okamoto, President

Capital: 80 million JPY

Established: April 1979

URL: <https://www.binal.co.jp/en/>

【Company Profile】

Company Name: Global Partners Consulting Inc.

Address: 〒102-0085(Zip code) Bancho M bldg 3rd Floor, 2-8, Rokubancho, Chiyoda-ku, Tokyo, Japan

CEO: Yasuo Sekiguchi

Incorporation: 2000

URL : <https://gpc-gr.com/>

Global Partners Consulting Group is an independent consulting firm that serves a wide range of client needs in business management, accounting and finance, overseas expansion, IT, and marketing. In addition to its head office in Japan, GPC Group has four overseas offices and has helped more than 800 Japanese companies to succeed overseas in Singapore and other parts of Asia.

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