

August 30th 2023

Global Partners Consulting Pte. Ltd.

**Global Partners Consulting (GPC), a Consulting Firm
Specializing in Providing a One-Stop Service for
Overseas Business Expansion in Asia, Supported
Singapore's Oriental Steamed Bun Manufacturer Lim
Kee Food Manufacturing Pte Ltd (Lim Kee)'s Japan
Market Expansion, and Finally Starts Full-scale Sales
Activities for Japan from This August, 2023**

**GPC provided a comprehensive step-by-step support for Lim
Kee's Japan expansion into 3 phases**

Global Partners Consulting Pte. Ltd. (Head office: Singapore, Director: Zenta Nishida, hereinafter "GPC"), a consulting firm that supports overseas business expansion mainly in Asia-Pacific region including Southeast Asia, has been providing a comprehensive support for Lim Kee Food Manufacturing Pte. Ltd. (Head office: Singapore, CEO: Ang He Siong, hereinafter "Lim Kee") for its export business expansion into the Japanese market. The business expansion plans were conducted into 3 phases to assist Lim Kee's in entering the Japan market. After the completion of Phase 1 and 2 of the projects, we will finally move on to Phase 3 from this fiscal year where Lim Kee will start a full-scale business expansion for the Japan market.

■ Background

Lim Kee is a Singapore-based manufacturer of Oriental Steamed Buns with over 30 years of industry experience. As part of its overseas strategy, Lim Kee has expanded into the UK, Australia, Canada, Hong Kong, Vietnam and Cambodia. Amongst Lim Kee's more than 40 types of products, instead of using animal proteins such as beef and pork as raw materials, Lim Kee created a new range of vegan steamed oriental buns with plant-based proteins in distinctive flavours representative of Singapore's food cuisine and culture. This move not only reduces the barriers to exporting to each country due to varying regulations, but it is also a sustainable product series which considers consumers preference and beliefs. Tapping on GPC's deep expertise in overseas business expansion and industry networks in Japan, GPC provided Lim Kee with advice and assistance in entering the Japan market which is a targeted market next on Lim Kee's export business expansion plan.



▲ Lim Kee's products for overseas export

■ Details of GPC's support

GPC supported the Japan market expansion ambitions of Lim Kee in three (3) phases:

• Phase 1

In Phase 1, GPC conducted market research on Japan market and evaluated the viability of exporting its products to Japan. In addition to conducting market research and analysis on competitors, value chain and sales channels, GPC also examined whether any of the raw materials in Lim Kee's intended export products were regulated by Japan and proposed alternative materials if prohibited ingredients were found.

• Phase 2

In Phase 2, GPC prepared sales materials in Japanese for the team in preparation for Lim Kee's upcoming business development or sales activities with the help of GPC's Japan market specialist who are familiar with the distinction of business culture and working style of Japanese companies. GPC also compiled a list of potential distributors and retailers and helped to arranged close to 5 business meetings for Lim Kee to meet with Japanese food importers and distributors who were keen in Lim Kee's products. Through the meeting, Lim Kee benefitted greatly and developed an appreciation for Japanese business culture and the practical actions needed in developing and establishing a business in Japan.

Lim Kee Food Manufacturing Pte Ltd

会社概要

- 2002年に設立されたLim Kee社は、シンガポールに本社を置き、アジア、オーストラリア、ヨーロッパ等国内外に販売網を確立
- 16,000平方フィート(約1500㎡)の自社製造・加工工場で、原料加工から完成品まで一貫生産管理
- 国際食品安全規格ISO22000:2018、GMP（医薬品の製造管理及び品質管理の基準）、SQC（シンガポール優良品質クラス）を認証取得
- オリエンタル蒸しまん専門店「Pau」は、Lim KeeとOEMの共同ブランドで、毎日大手食品小売業と外食産業等1000社以上のB2Bパートナーにサービスを提供

市場プレゼンス

本社:
シンガポール

商品の流通網

- アジア: 香港、タイ、ベトナム、フィリピン、中国
- オセアニア: 西オーストラリア
- ヨーロッパ: イギリス

製造拠点

- シンガポール – 28 Woodlands Terrace Singapore 738450

商品の特長とカテゴリ

1) クラシック、インスタントシリーズ

実績

- 長年にわたり改良とテストを重ねたLim Kee社の定番商品である肉まん、餃子、餃食等インスタント食品シリーズが充実。
- 完全自社生産で、最高レベルの品質保証、トレーサビリティ、味覚の基準を遵守。

2) 代替タンパク質-ヴィーガンシリーズ

注目商品

- ANUGA 2018で初めて発表されたLim Kee社の代替タンパク質とヴィーガンシリーズは、社内およびパートナー企業の次の成長ステージをリードすることが期待される。
- 栄養価が高く、持続可能で健康的な食品は、新しい消費トレンドに対応するのに適している。

• 上記のシリーズは、プレバイオティクス、繊維、低グリセミック指数生地等
新しい食品技術や食材を伝統食品に取り入れることで商品力強化が可能

現在のクライアント/流通ルート

- 食品サービス (伝統的小売/近代的小売)、OEM
- 食品小売り

取扱い商品例

- 1) クラシックあんまんシリーズ (8個 x 35g)
 - ミニあんまん
 - ミニパンダンまん
- 2) シェフ考案肉まんシリーズ (8個 x 35g)
 - カレーチキンまん
 - チキンライスまん
- 3) 全粒粉肉まんシリーズ (4個 x 35g)
 - 全粒粉チャーシューまん
 - 全粒粉豚角煮まん
- 4) インスタント食品 (170-200g)
 - チキンもちまおこわ
 - 豚角煮おこわ
- 5) 餃子 (10個 24g)
 - チキンポーク
 - ローストポークライス
- 6) 植物性由来肉まんシリーズ (4個 x 35g)
 - チョコシューまん
 - 豚角煮まん
 - カレーまん

▲Lim Kee's sales materials in Japanese

- Phase 3

Starting from August 2023, Lim Kee will start embarking on extensive sales efforts to enter Japan market. GPC also formed a team consisting of its own members from GPC's group company based in Tokyo to provide comprehensive market development and sales support including arranging on site business meetings and participating in exhibitions. If you are a distributor or a retailer keen to know more about Lim Kee's oriental vegan steamed buns, please contact us at the email address below.

Email: globalpr@gpc-gr.com

■ About Lim Kee

Founded in 1982, Lim Kee is an oriental steamed bun manufacturing company headquartered in Singapore that started with a small retail shop in Ang Mo Kio, a local district in Singapore where blue-collar workers resided. Fast forward to today, Lim Kee is serving more than 1,000 partners in the major food retailers, supermarkets and the food service industry every day in Singapore as well as overseas markets such as UK, Australia, Canada, Hong Kong, Vietnam and Cambodia all from their 16,000ft (approx. 1,500m²) integrated manufacturing and processing facility in the northern part of Singapore. Lim Kee also uphold and sets high standards for its manufacturing and quality practices and assurance with obtaining ISO22000, an international food safety standard, GMP (Good Manufacturing Practices), HACCP (Hazard Analysis Critical Control Point), SQC (Singapore Excellent Quality Class) certifications. In 2018, Lim Kee started manufacturing steamed vegan oriental buns that fuses Singapore's food cuisine with state-of-the-art alternative protein. Lim Kee have begun the challenge of packing the "traditional taste of Singapore" into a traditional Chinese bun and delivering them to people around the world.

■ About GPC

GPC, part of the Global Partners Consulting Group, is a fully independent consulting firm comprising professionals in various fields specialising in solving clients' business issues in the Asian region. GPC provides seamless consulting services based on our professional experience, knowledge, information and networks. GPC has experience in negotiating for business alliances and new business creation with more than 200 local companies per year, as well as HR consulting projects in Singapore totalling in more than 300 cases. We are committed to helping our clients make the "Fair decisions" and achieving "Sustainable growth".

If you are interested in Japan market, overseas business expansion or want to participate in business matching events with companies from around the world, please contact us for more information.

【Company Profile】

Company Name : Global Partners Consulting Inc.

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CEO : Yasuo Sekiguchi

Incorporation : 2000

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

Business Description : 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, the GPC Group has four overseas offices and has helped more than 800 Japanese companies to succeed overseas in Singapore and other parts of Asia.

For the past 20 years, the GPC Group has been a corporate adviser to multinational companies and SMEs in Japan and Asia. As more and more companies seek cross-border strategic business alliances and investment opportunities, the Group will continue to work together to provide and pursue innovative and practical solutions and support to meet the strategic interests and needs of our valued clients.

【Contact Us】

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