

SINGAPORE

PENNSYLVANIA'S TRADE REPRESENTATIVE

Singapore, Malaysia, Thailand, Indonesia & the Philippines



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SINGAPORE
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Sarath Menon, Director

DIRECTOR'S BIO

Since 1997, Sarath has assisted Pennsylvania businesses in successfully penetrating the South East Asian markets by providing market leads and intelligence and by linking them with local business partners, agents and distributors. Prior to working for PA, Sarath was the Country Director for the US – Asia Environmental Partnership program in Singapore, a USAID-funded program that focused on trade development, regulatory policy and business facilitation within the environmental industry in South East Asia.

Sarath currently chairs the SME committee within the American Chamber of Commerce in Singapore after having served as a member of its Board of Governors for the last 5 years. Sarath was also a past Chairman of Amcham's Environment Committee. He is also a past President of the American States & Ports Association (ASPA), a grouping of U.S. States and Ports with a presence in South East Asia. Sarath holds a Bachelor's Degree in Chemical Engineering from the National University of Singapore.

OFFICE SCOPE OF SERVICES

- Searching and screening for agents, distributor, end-user and joint venture partners; background checks
- Market feasibility studies & market entry strategies
- In-country assistance, including arranging meeting appointments as well as logistics. If necessary, a staff will accompany Pennsylvania clients to their appointments
- Facilitating state sponsored trade missions or trade shows by arranging one-on-one meetings, market briefings, and logistical assistance.
- Referrals to private service providers, trade associations, and government or industry experts

We are able to offer the full scale of services for requests covering Singapore. For the other countries, the scope of services may be limited depending on the nature of the requests. Our office will advise accordingly.

RESEARCH TOOLS & FACILITIES

The office has an extensive database of contacts covering the South East Asian region. We also have a library that contains reference materials, industry reports and business directories covering each country. There is also a large selection of trade show directories covering different industry sectors for these countries.

To obtain export assistance from our Authorized Trade Representative, contact:

Larry Nelson, International Program Manager
Tel: 717-346-2256 | Email: lanelson@state.pa.us
Department of Community and Economic Development
Office of International Business Development
400 North Street, 4th Floor
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