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welzo expands to South East Asia by establishing subsidiary in Singapore

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Agri-horticultural sector



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welzo Inc., an innovation-driven company in the agri-horticultural sector has established a wholly owned subsidiary, welzo Singapore PTE. LTD., in Singapore as of June 2, 2025. This move marks a significant step in accelerating its expansion into the Southeast Asian market and strengthening its global business development.

welzo has been actively expanding its business both domestically and internationally. Considering the rapid growth and diverse opportunities in the Southeast Asian market, weve strategically chosen Singapore as its regional base. With its excellent business environment and international connectivity, Singapore serves as a key hub for accessing ASEAN countries.

Its Singapore office will serve as a central hub for marketing and business development across Southeast Asia, focusing on the following key areas:

- Development and Execution of Marketing Strategies for Southeast Asia
  welzo will implement promotional initiatives tailored to the market characteristics and consumer trends of each country, aiming to enhance brand recognition and expand sales channels. The company will also actively participate in trade shows and collaborate with local partners on marketing efforts.

- Import and Export of Agricultural Products, Feed Ingredients, and Pet Supplies
  through partnerships with local agricultural and pet-related businesses, we will establish a responsive supply system. The company will promote the export of high-quality, safe Japanese products and the import of raw materials that meet local

needs.

- Building Local Partnerships and Optimizing the Supply Chain
  Its Singapore office will centrally manage logistics, customs, and quality control operations to establish a more efficient and flexible supply chain.

- Recruitment and Development of Local Talent
  we will actively recruit skilled local professionals to promote regionally rooted business operations. The company aim to provide multilingual and culturally sensitive services.

This new office will serve as a core base for its Southeast Asian operations and is expected to play a pivotal role in future regional expansion and global business growth. By leveraging its Singapore office, we will strengthen its ability to deliver value tailored to local needs and foster co-creation with local communities.

The welzo Group remains committed to contributing to a sustainable global society by promoting environmentally and socially responsible business practices. Through collaboration and co-creation with diverse partners across regions and industries, we aim to deliver new value on a global scale.