



About Us

About Us SAFA AGRIFOOD MARKETING (PRIVATE) LTD. is a Singapore based company. We offer comprehensive consultancy services spanning the entire agricultural journey, from strategic planning and financial analysis to market access.

Consultancy Services

We help companies / businesses to successfully place their products / services in the overseas market

MIDDLE EAST

Saudi Arabia. United Arab Emirates (UAE). Oman. Jordan. Qatar.

SOUTHEAST ASIA

Malaysia. Singapore. Indonesia. Thailand. Vietnam. Philippines.

Our Role

Business Development

- Create and drive business development and strategic process as well as share thought leadership to formulate the business strategy.
- Provides the framework for the long-term strategy include various go-to-market strategies for the business.
- Create and implement an annual plan for the business development activities.
- Identifying potential countries, key customers & target contacts as prioritized list.
- Analyses competitors landscape, insights as well as market developments activities in line with business strategy and advise on issues concerning expansion.
- Being the project support on M&A, JV or partnering activities and work closely with the Global M&A team.



**Grow Your Business
Across the Borders**

Branding / Market Positioning

- Perform Primary & Secondary research on the market, product & customers and share the market intelligence with the organization.
- Perform competitor analysis and based on that suggest a suitable product mix, communication mix, and marketing mix for business expansion in the market.
- Plan market entry strategy for Nutrition Product which includes Planning and launching of new products within the assigned geographies with existing and new customers.
- Develop effective marketing tools like product literature, and product promotional presentations as per market requirement.

Contact Us



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Ongoing Projects

Hankkija (Finland): Sales and Business support to develop the Middle East & Pakistani market.

Advets TG (Germany): Appointed as Consultant to help in sales and business development for Saudi Arabia, Pakistan, Malaysia, Indonesia, Bangladesh & Nepal.

VerdantWays Inc. (Canada): Collaboration for Research & Development in Animal Nutrition worldwide.

Biostar Nutri Pte. Ltd. (Singapore): Sales and Business support to export their products globally.

Sunrise Feed (Malaysia): Sales and Business support to develop Middle East Market.

BioNutri Pte. Ltd. (Singapore): Appointed as Consultant to help in sales and business development for Middle East and Pakistan markets

TAN LAN AGRI VENTURE SDN. BHD. (Malaysia): Collaboration for developing the green feed worldwide.

Dairy Lac (Pakistan): Providing International Business Consultancy to Global Team.



Sales Support / Customer Relations

- Customer Mapping / Product Mapping
- Analyse market and key account sales trends and agree with company, the promotional Trade marketing strategy.
- Implement strategies and leverage available resources to deliver successful outcomes for the business.
- Actively pursue product registration in line with statutory guidelines laid down in respective Countries/ Geographies.

Technical Support / Product Presentation

- Develop, implement, and measure technical support initiatives for each market.
- Conduct training programs for the customers for new and old products for their knowledge enhancement to improve sales.
- Organize product trials and testing along with other product placements in line with individual customers' requirements.

Past Collaborations

Poulta Inc. (USA): Growth partner / Distributor for Vietnam & Malaysia market.

Optima Life Sciences (India): Sales and Business support to develop Middle East Market.