


# Singapore Success Story: How Ecolex Quickly Entered the U.S. Market and Started Selling



**GLOBALIZATION PARTNERS**

**Ecolex**  
Animal Nutrition

**Unlock Lightning-Fast International Expansion:**  
How a Singaporean manufacturer accelerated market entry and testing

**About the customer**

Established in 2005, Ecolex is a dedicated producer of vegetable oil-based products for home and personal care products, animal feeds, and food emulsifiers. Allied with one of the largest palm oil refining businesses in the world, the company has a unique position in raw material sourcing.

**Ecolex values quality and safety**, so their products are produced under the GMP+ feed certification system that ensures brands meet consumer demands.

**Using an Employer of Record to expedite market entry makes an impact.**

International expansion may be the best path forward for your growing company. But in reality, it involves setting up entities, adhering to local tax laws, and maintaining compliance. The list is exhaustive, and it's a lengthy process that can be costly for growth-stage companies.

Ecolex leaned on Globalization Partners to bypass these common growing pains. In doing so, they gained a local presence that enabled them to grow their business quickly in the U.S. market, and in any market.

“Not only is it costly to assimilate to local tax laws, the U.S. framework is extremely complex, while Japan has another set of rules. I'd rather leave it to experts than

dedicate our own resources to a resource- and time-consuming task,” said Rosalind Lee, Corporate Finance and Business Controller at Ecolex.

“Globalization Partners’ platform provides total visibility of the teams we set up in other countries. We know that with a simple click, we could be going to the next market.”

**Read more about Ecolex and how they:**

- Figured out how to grow without entity setup.
- Compliantly established a local presence in their desired market.