



CALLBOX OPENS DOORS FOR INTERNATIONAL TRADE



THE CLIENT

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economy wing. Its mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations, IE Singapore offers services to help Singapore enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, it works to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

THE CHALLENGE

The Client's primary objective was to acquire foreign leads for their business matching trade portal, BuySingapore. It targeted importers, distributors, wholesalers and manufacturers all over the US, with the goal to establish business opportunities and partnerships.

THE SOLUTION

Callbox launched a Foreign Lead Generation Campaign for the Client.

A target call list was provided from the Callbox database, based on the Client's specifications. In order to provide the Client with the right list, the Callbox research team researched and identified potential prospects. Callbox agents made calls all over the US daily, inviting businesses to post their company profile, products and services in the trade portal, emphasizing the opportunity to expand the prospect's market in Singapore. Pertinent information was collected – contact person, designation, contact number, company name and address. Among the qualifying questions asked by the Callbox team were:

- Nature of prospect's business (importer, manufacturer, exporter, service provider, project management, agent)
- Products or Services offered
- Business interest (to buy, invest, franchise, distribute, etc.)

Hot leads were qualified and matched with suitable Singapore-based enterprises. If requested, online brochures and invitations on BuySingapore were also sent to the prospect.

THE RESULTS

With the Callbox team delivering a large number of leads monthly, the Client has been enjoying an increasing number of registrations on the online portal, significantly expanding its customer base. The Client's Business Matching Group expressed satisfaction with the leads generated and the consistent professionalism and quality service shown by the Callbox team. As a result, the Client still continues to engage the services of Callbox in foreign lead generation. Today, Singapore's most comprehensive business portal lists over 100,000 companies and is growing daily.