



COMPANY PROFILE

TRADEASIA INTERNATIONAL

133 CECIL STREET, #12-03 KECK SENG TOWER, SINGAPORE,
069535





WHO WE ARE

RAPIDLY GROWING CHEMICAL DISTRIBUTION COMPANY

Tradeasia is a Global Chemical Distribution Group established in 2002. Since our establishment, we keep growing rapidly and widen our market presence. Our representative offices have fostered our company to grow rapidly and we are able to attend customers at their time zones and in their languages to better understand their needs. We have been growing continuously at a steady rate of about 20% annually. Since the beginning, Tradeasia has provided optimized supply chain services that has paved the way for long term business relations with our clientele.

Headquarter : Singapore

Representative Offices:

Indonesia, China, India, Vietnam, Dubai, Myanmar, Sri Lanka, South Korea, Thailand and Philippines. Soon in Latin America, South Africa & Taiwan

PROVIDING THE BEST CHEMICAL
PROCUREMENT SERVICES

VISION

MISSION

CATER TO VARIOUS INDUSTRIAL SECTORS
FOR THEIR RAW MATERIAL NEEDS

OUR MAIN STRENGTH

SUCCESSFUL MARKETING STRATEGY



INHOUSE SUPPLY CHAIN SYSTEM



EFFICIENT GLOBAL SOURCING

LOCAL OFFICES

GLOBAL DATABASE

GLOBAL MARKETING STRATEGY

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

GLOBAL NETWORK

8000+ ACCOUNTS REGISTERED IN DATABASE

LOCALISATION :

All country websites are in local language as well as English

HUMAN RESOURCE :

We have 100+ permanent employees

GLOBAL PORTAL

Global website for general overview and showcasing main products.

COUNTRY WEBSITES

We have 10 websites for each representative offices, provided in local language as well as English.

SUB-INDUSTRY WEBSITES

18 segmented websites published, showcasing specific industry sector needs.

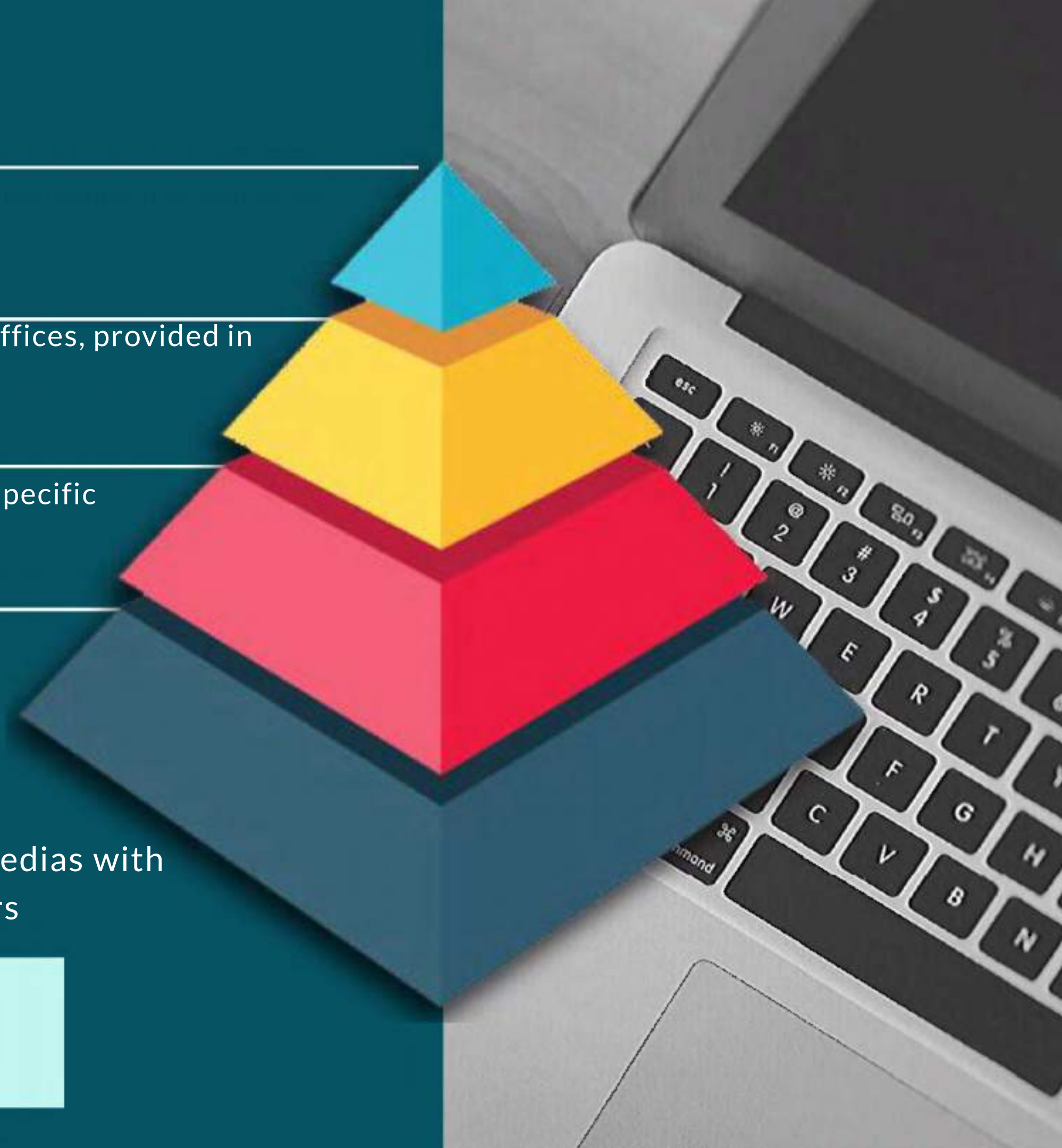
PRODUCT WEBSITES

We have more than 130 product websites to promote specific product in various grades available.



We also have social medias with 3000+ active followers

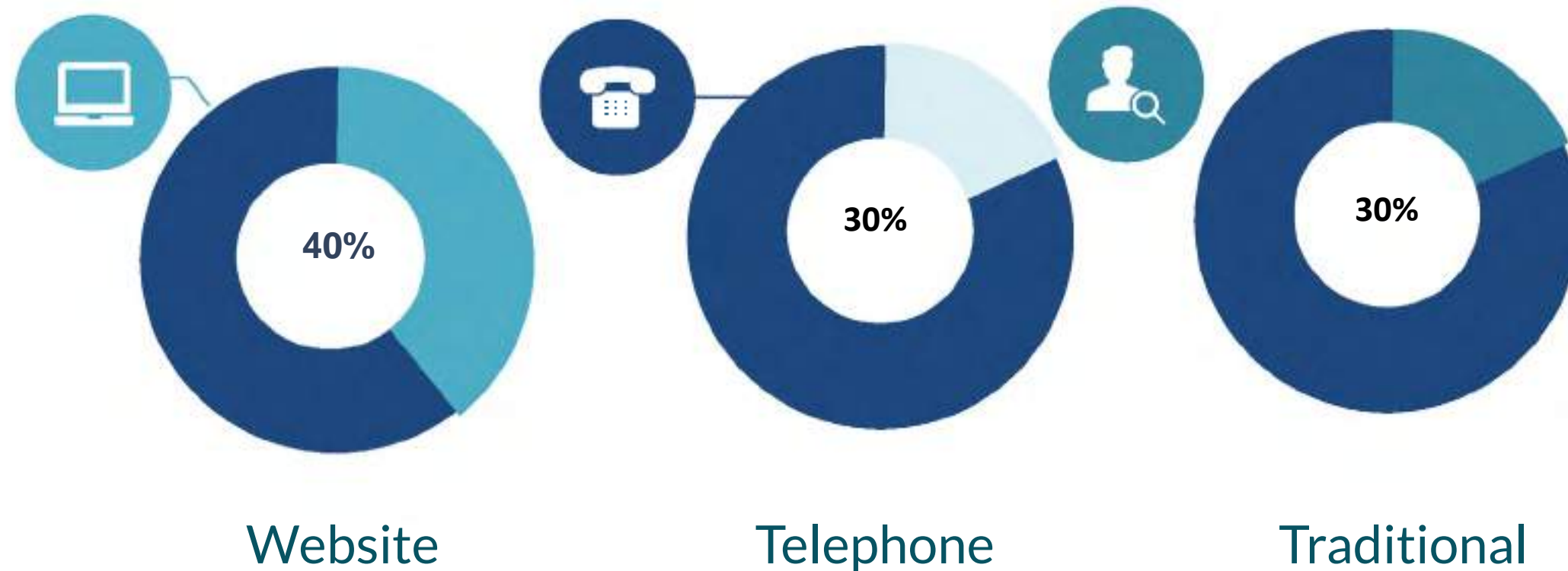
IT ENABLED MARKETING





LEADS GENERATION

Source of Inquiries



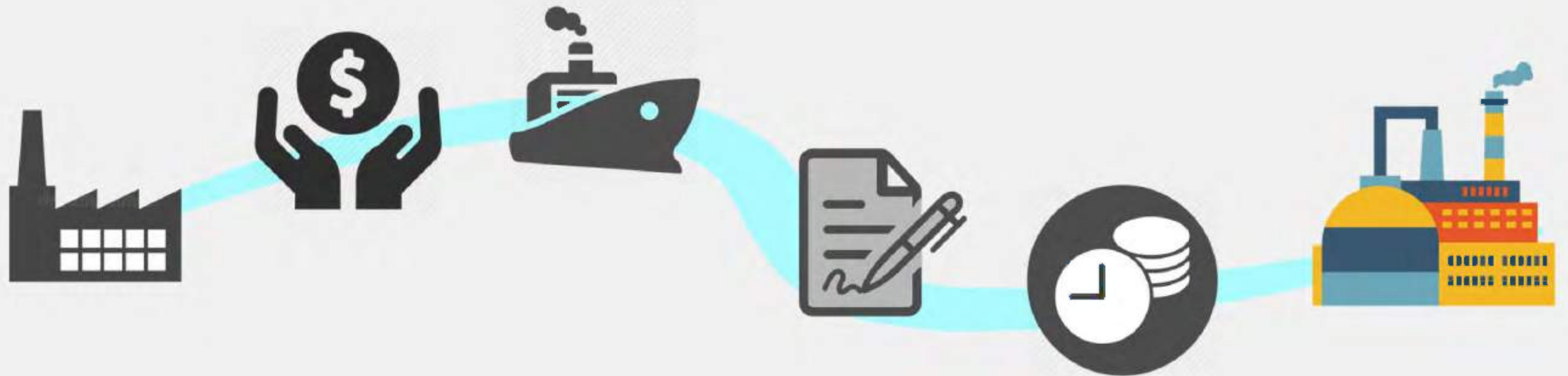
- Continuous SEO Improvement
- Locally Reachable
- Global Presence

END TO END SUPPLY CHAIN SOLUTION

PROCUREMENT SIMPLIFIED

Unlike our competitors, we can provide a complete solution for industrial supply chain needs.

- 3PL (Logistic)
- Finance
- Documentations
- Credit





SOAP & DETERGENT

- Sodium Sulphate
- Soda Ash
- LABSA
- Caustic Soda
- SLES



TEXTILE

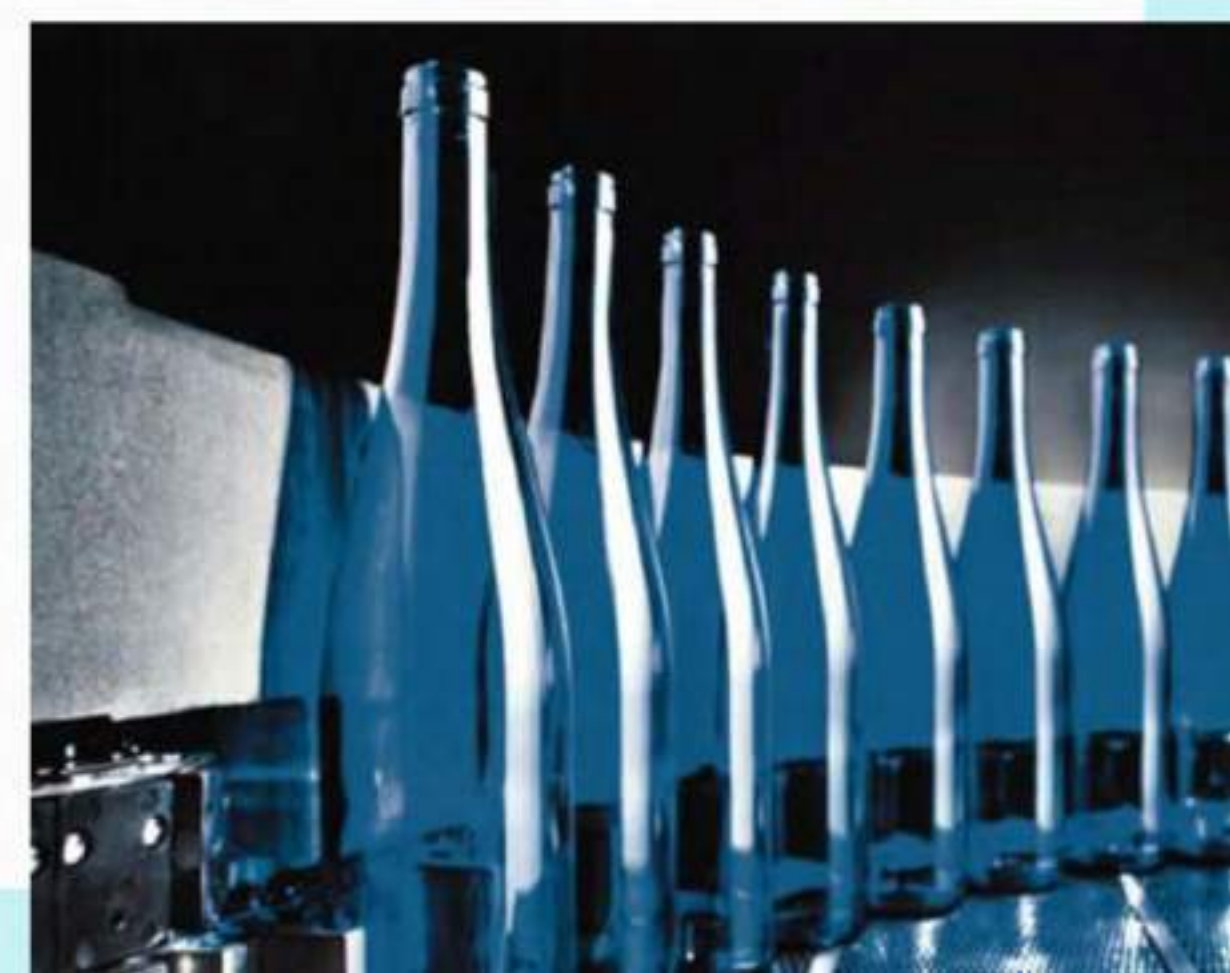
- Sodium Sulphate
- Soda Ash
- Caustic Soda
- Acetic Acid
- Hydrogen Peroxide
- Sodium Bicarbonate
- Sodium Nitrate

PULP & PAPER

- Calcium Carbonate
- Titanium Dioxide
- White Spirit
- Zinc Oxide
- Carbon Black
- Sodium Chlorate

GLASS

- Soda Ash
- Calcium Oxide
- Antimony Trioxide
- Zinc Oxide
- Alumina
- Sodium Nitrate





FOOD CHEMICALS

Sodium Bicarbonate

Citric Acid

Monosodium Glutamate

Tartaric Acid

Glacial Acetic Acid

Butyl Acetate

Sodium Nitrite

FEED ADDITIVES

Sodium Bicarbonate

L-Lysine HCL

L-Lysine Sulphate

L-Lysine Threonine

Choline Chloride





PLASTIC CHEMICALS

- Dioctyl Phthalate
- Poly Vinyl Chloride Resin
- Polyethylene Terephthalate Resin
- Epoxidized Soybean Oil
- Masterbatch

PALM CHEMICALS

- Refined Glycerin
- Stearic Acid
- Hydrogenated Palm Stearin
- Soap Noodles
- Palm Kernel Expeller





PINE CHEMICALS

- Gum Rosin
- Alpha Pinene
- Turpentine
- Oleo Pine Resin



LEATHER CHEMICALS

- Sodium Formate
- Formic Acid
- Chromium Sulphate
- Quebracho Extract



FERTILIZERS

- Prilled/Granular Urea
- NPK
- Ammonium Sulphate
- DAP
- Sulphur
- Rock Phosphate
- MOP, SOP, etc



BORON

- Boric Acid
- Borax Decahydrate
- Borax Pentahydrate
- Ulexite
- Colemanite
- Disodium Octaborate Tetrahydrate
- Hydroboracite



GEOGRAPHICAL MARKET REACH

GROWING PRESENCE



We started off our business initially in the South East Asia Region. Slowly and steadily, we have stepped into other global markets such as:

Middle East - Oman, Qatar

Latin America - Brazil, Argentina, Peru, Bolivia

Africa - Tanzania, Mauritius, South Africa, Kenya

Eastern Europe



GLOBAL INTERNSHIP PROGRAM

Inspiring Bright Youth Globally

We have started a global program, "Tradeasia International Student Internship Program" to inspire young creative minds by offering internship opportunities. We have been hiring interns for the last 6 years from some of Asia's top Universities

TOGETHER WE CAN DO BETTER

ROAD AHEAD

WHERE WE WILL BE NEXT

Our business model is scalable because all our systems are in place.

PORTOFOLIO EXPANSION

- *YARN TRADEASIA - targeting the yarns & fibers in textile industry*
- *SCRAP TRADEASIA - metal scraps from industries*
- *CRAFT TRADEASIA - Arts & crafts, Furniture from Indonesia*

TEAM BUILDING

Adding new resources in all of our offices increasing up to 150 expert members

TECHNOLOGICAL OUTREACH

- *Automation of entire business flow including:*
- *Enquiries, MArketing (Traditional/Digital), Sales, Finance & HRM*



OUR OFFICES

**PT. SREE INTERNATIONAL INDONESIA**

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