

SPBA - GLOBAL BRANDS 新加坡金字品牌奖 - 全球品牌

Singapore's success as an international business hub provides immense opportunities for business growth in the Southeast Asian region. This has drawn many foreign brands to build their presence here and use Singapore as a springboard to expand to the region.

SPBA 2019 has inaugurated a Global Brands category to recognise the efforts of global brands that have been in Singapore for at least 5 years and are doing well in growing their presence. The creation of this new category is in line with SPBA's mission to honour brand building efforts of businesses and provide the platform to enhance their visibility and further growth.

作为重要的商业中心，新加坡为在本地及东南亚拓展业务的企业提供巨大发展机遇。许多国外品牌也在新加坡及区域市场深耕价值和影响力。

在新加坡成立五年或以上的国外品牌，现在可以验收它们长期以来发展品牌价值的努力：参选新加坡金字品牌奖，借这卓越奖项来设立标杆，再登高峰。



Kingsford Development Pte Ltd was incorporated in Singapore in 2011 by China-based Kingsford Group. The Kingsford Group is involved in various businesses such as real estate development, property management and manufacturing. Within the realm of real estate, the brand has been mainly investing in residential projects, as well as developed over hundreds of acres of land, including several commercial projects in China. Today, the Kingsford Group has operations in Singapore, China and Australia.

SPBA - GLOBAL BRANDS
新加坡金字品牌奖 - 全球品牌



A subsidiary of Global 500 company Metallurgical Corporation of China Ltd (the "MCC Group"), MCC Singapore's main businesses are in urban development and management, property development, project management, as well as construction for residential and infrastructure projects. Since 1992, the company has been actively involved in transforming the cityscape of Singapore through many notable projects. The company has also developed and managed 12 property projects with a total of more than 6,000 condominium units. Today, MCC Singapore has business presence in Cambodia, Malaysia and Indonesia, and is looking to expand further in the region.

SPBA - GLOBAL BRANDS
新加坡金字品牌奖 - 全球品牌