

Tee Yih Jia Food Manufacturing

Pastry to be Reckoned With



Tee Yih Jia Food Manufacturing Pte Ltd

1 Senoko Road

Singapore 758134

+65 6880 9888 tel

+65 6286 2222 fax

tyj@tyjfood.com

www.teeyihjia.com

Tasty Singapore-endorsed brands: **Spring Home**, **HAPPY BELLY**

With a history of more than 30 years, a string of awards and accolades, Tee Yih Jia Food Manufacturing enjoys meteoric success in more than 50 countries. Today, the company's key objective is to build strategic alliances with reputable global partners and establish an Asian food consortium of food and beverage companies in the region to enjoy multiple cross-synergies.

This push to improve vertical integration, expand marketing channels and enhance collective economies of scale has allowed the company to stay on the cutting edge of product innovation and application, manufacturing quality, automation and market penetration. It has achieved and sustained strong penetration in its key markets of Asia, Europe and the USA. With manufacturing facilities in Singapore, China, Malaysia and the USA, coupled with an extensive global network of distributors, Tee Yih Jia's products are marketed to most parts of the world. Today, more than 90% of Tee Yih Jia's turnover is contributed by the overseas markets.

"Timing plays a pivotal role in determining the success of our business," says Mr Sam Goi, Executive Chairman of Tee Yih Jia. "Besides being at the right place, doing the right thing, we must also have the right people to execute our business strategies. The tenets of our success are two-fold: to improve upon yesterday's success; and to continually innovate to ensure tomorrow's success."

Tee Yih Jia's participation in the Tasty Singapore brand is aligned with its drive for a collective consortium in creating multiple synergies and enhancing its marketing channels into emerging markets. With Singapore recognised as an international F&B hub and governed by high production and processing standards, Tee Yih Jia is confident it will reap the benefits of the collective brand.