# Slovenian software by XLAB meets high demand in South East Asia



[XLAB](#) [1] is a software engineering company headquartered in Slovenia. Providing remote desktop software to IT professionals and helpdesk technicians in more than 100 countries since 2013, the company is especially known for its flagship product, [ISL Online](#) [2], which allows users to access and remotely control computers and mobile devices.

In May 2017, XLAB endeavoured on the [EU Gateway | Business Avenues mission in Information & Communication Technologies to South East Asia](#) [3] where its product **met high demand**.
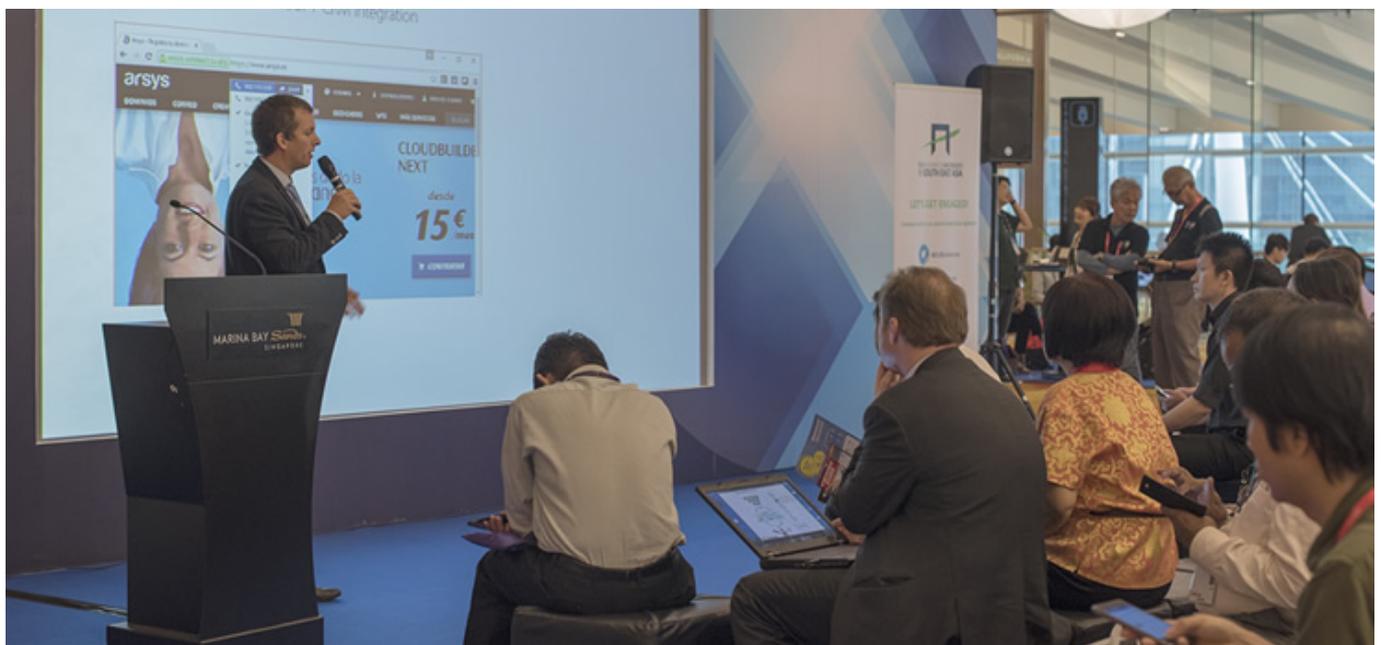
The company's presence on the Asian market comes from its participation to a previous edition of the programme, which led to solid partnerships with Asian distributors. The new edition of the EU-funded programme gave XLAB the opportunity to meet with Kyocera Communication Systems Singapore Pte. Ltd, and many other **potential resellers, distributors and customers**.

One of these new customers and, according to the company, **the most important outcome of the business mission in Singapore**, is Singtel, one of the largest telecoms in the world with a total subscription base of 638 million as of 2017.

The business mission days in Thailand proved just as high-yielding. It is on this market that the company put the bases of a **new collaboration with a local distributor** called ASoft1 Co., Ltd., based in Bangkok.

All this was possible thanks to the pre-arranged meetings [4] set up by the EU Gateway | Business Avenues team.



"We had several matchmaking meetings at our booth, as well as on-stage presentation in front of the large audience ("meet-the-exhibitor" session)." — Jure Pompe, Co-founder & CEO, XLAB (Slovenia)

Furthermore, the company shows its appreciation to the programme for being an **excellent platform to reach markets overseas** [5].

"It's a cost-effective solution which helps European SMEs get foreign markets insights and discover business opportunities together with local partners." — Jure Pompe, Co-founder & CEO, XLAB (Slovenia)

All in all, **the business mission experience changed XLAB's views on doing business in South East Asia** and the company is determined to continue its pursuit of further expansion in the region.

"I believe that persistence is a key to success in any foreign market. According to my experience of doing business around the world for the past 15 years, I feel that Asian markets are not easy to approach. However, they offer tremendous opportunities to those European companies which accept the challenge and are ready to show a long-term commitment to doing business in Asia." — Jure Pompe, Co-founder & CEO, XLAB (Slovenia)

Is your company ready to show commitment to doing business in Asia?

More opportunities are now open to **European companies in the Information & Communication Technologies field** targeting Asia. Check more information here [6].



More info on eu-gateway.eu

---

**Source URL:**
https://www.eu-gateway.eu/success-stories/slovenian-software-xlab-meets-high-demand-south-east-asia

**Links**

[1] https://www.xlab.si/

[2] https://www.islonline.com/

[3]
https://www.eu-gateway.eu/business-missions/missions-calendar/information-communication-technol
ogies-singapore-thailand

[4] https://www.eu-gateway.eu/content/services

[5] https://www.eu-gateway.eu/business-missions/business-week

[6]
https://www.eu-gateway.eu/news/ict-industry-singapore-thailand-flourishing-opportunities-european-
companies