



ManWinWin(s) new clients and partners across South East Asia - this is how



In 2018, Portuguese company ManWinWin's business strategy took a turn for the better.

First, the company was selected for the EU-funded business mission to South East Asia geared towards European companies in the [Information & Communication Technologies](#) [1] sector.

Then, within weeks, it acquired its [first-ever client in Thailand](#) [2] and established a few momentous partnerships with companies in Singapore.

[ManWinWin](#) [3] provides an easy-to-implement software solution for the maintenance management and organisation of any type of assets.

Drawing on 30 years of experience, the company's software solution is used by thousands of users in 99 countries worldwide, now including South East Asia.

In Thailand, the new client is a maintenance service provider of industrial equipment for local factories. It uses ManWinWin's software to manage the preventive maintenance services they provide to clients, and to provide useful analytics insights and relevant technical advice based on the

analytics recorded in the software.S

In Singapore, the Portuguese company met with [RugGear](#) [4], a reseller of mobile devices for industrial plants, a niche of end clients similar to the audience targeted by ManWinWin.

Through the new partnership, the company's software solution for Android devices started being added to new devices sold, turning RugGear into a strategic reseller on the local market.

Furthermore, the partnership gave the European company access to an entire network of local companies, with potential opportunities still to exploit. In 2018, ManWinWin conducted a series of meetings and training sessions with a group of big players in the local industry.

Another contact established during the business mission in 2018 in Singapore is showing much promise a year later.

The local company, called [One Click Solutions](#) [5], targets a similar client base and has referred ManWinWin's maintenance software solution to one of its clients, a major player worldwide in the Oil & Gas industry. An upcoming deal is very likely, and it shows the importance of establishing connections with all relevant contacts, even if they don't yield results immediately.



We also went together to One Click Solutions' client, a major player worldwide in the Oil & Gas industry, for me to meet them and to present our system. The feedback was very positive. - Rodrigo Seruya Cabral, Managing Director, ManWinWin (Portugal)

Another unforeseen positive consequence of attending the business mission has been establishing valuable connections with other participants.

From a product development point of view, it also means that new connections can refresh the way companies look at approaching new customers, as well as changing the way they roadmap and market their software.

In the ever-changing scene of Information & Communication Technologies, companies are nudged to stay on top of their games and innovate continuously. The right partnerships have the potential to do that, not just generate new business for existing solutions.

Following incontestable success in 2018, ManWinWin attended the business mission to South East Asia again in 2019.

Though still early to talk about concluded deals, the mission generated many meaningful connections.

Companies in the IoT sphere show a lot of promise for ManWinWin, as its solution is very compatible with this type of equipment and software. In Thailand, ManWinWin representatives met Energy IoT, and in Singapore, it met SCU2Labs.

Another new contact established in 2019 includes ITMAP ASIA, a company specialised in IT products for industrial companies in Ho Chi Minh City, Vietnam.



*The mission was a game-changer for us, we redesigned our business development efforts. (...) This revamp in our business model resulted from both ICT business missions, I am sure of this, they both kind of 'opened our eyes' for this. We are exploring this new business model **because** of these ICT missions! - Rodrigo Seruya Cabral, Managing Director, ManWinWin (Portugal)*

The 2019 mission to South East Asia also allowed ManWinWin to explore new potential entry opportunities in the Philippines, a market that is entirely new for the company.

Already having numerous partnerships in the region and being supported by an entity like the European Union strengthened ManWinWin's credibility and increased its chances to acquire new partners, even in completely unexplored markets.

Being under the EU umbrella, having a booth at the exhibition, presenting at the exhibitor spotlight, all this gave us traction in the region. Being chosen by the EU to bring what is most advanced, digitally, in Europe to Southeast Asia, that is solid traction that made potential partners feel comfortable in getting to personally know us. - Rodrigo Seruya Cabral, Managing Director, ManWinWin (Portugal)

Already during the business mission, ManWinWin had numerous conversations with a new potential partner in the Philippines that was impressed with the reputation and concrete results already obtained in South East Asia during the previous mission.

Thanks to that successful initial contact, ManWinWin was also able to plan and schedule follow-up business meetings and pieces of training, to exploit the momentum generated during the mission.

This large network of valuable contacts has bigger potential for the Portuguese company over time.

For ManWinWin, South East Asia is the region where we will place our biggest expansion efforts. - Rodrigo Seruya Cabral, Managing Director, ManWinWin (Portugal)

What's to come for ManWinWin is, without a doubt, unlimited accomplishments, all thanks to taking advantage of the opportunities presented to them at the right time.

The company is looking to build new partnerships on a few more markets in South East Asia, as well as to potentially create a sales and operations hub in the region.

ManWinWin's success story isn't a singular phenomenon.

Throughout the duration of the EU-funded programme, we've supported countless companies achieve [great results](#) [6] in Asia.

If expansion to Asian markets is on your business roadmap, EU Gateway | Business Avenues can be the breakthrough you've been looking for.

From 8 to 13 June 2020, the new EU-funded mission to South East Asia for Information & Communication Technologies will take 50 of the most disruptive tech companies from Europe to Singapore & Thailand.

If selected for the programme, you will have the opportunity to assess your international expansion potential, meet new potential customers and partners, study the target market, exhibit and promote your brand in your chosen market.

Check the business mission information and [apply now](#) [7].



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Links

[1] <https://www.eu-gateway.eu/information-communication-technologies>

[2] <https://www.youtube.com/watch?v=HPrq7Ga86fE>

[3] <https://manwinwin.com/en/maintenance-management-software/>

[4] <https://ruggear.com/>

[5] <http://www.oneclicksolutions.com.sg/>

[6] https://eu-gateway.eu/success-stories?custom_depth_modifier_with_depth_selection%5B%5D=82

[7]

<https://eu-gateway.eu/business-missions/missions-calendar/information-communication-technologies-singapore-thailand-3>