

CROSS BORDER SUCCESS

MR ZENTA NISHIDA

GLOBAL PARTNERS CONSULTING PTE. LTD.

Setting up a business abroad is never easy. Cultural differences, the nuances of unfamiliar social norms and language barriers are potential roadblocks that could deter all but the most determined and astute. Global Partners Consulting, under the leadership of Mr Zenta Nishida proved more than able to overcome these odds to establish itself as the premiere business consulting firm - a Japanese founded company for Japanese companies.

Mr Nishida's firm started as an IPO consultancy that helped corporations from Japan list their stocks on Asian Stock Exchanges. The company handled (and still handles) the many aspects in the IPO process that typically faze clients. Notably, the formulation of the overseas business growth story, international tax group structuring, evaluation and negotiation in road shows and the strengthening of the "corporate governance" with proper reporting were areas that Global Partners could step in to assist.

Over time, the company developed three core services:

Business Consulting - Japanese companies are now able to find a steadier foothold to enter the Singapore market. To date, 90 percent of the firm's clientele are Japanese companies seeking advice on expansion into potential markets, negotiating of business terms and creation of corporate alliances with local and regional companies.

Corporate Financing - This service is catered to mainly local companies in Singapore, Indonesia and Vietnam who are seeking to raise funds or find business partners from Japan.

Accounting and Tax Advisory - With the founder's extensive background in taxation in Japan, Global Partners has designed a uniquely service-oriented accounting service for companies in Singapore.

The rapid growth of the company is a testament to the robust work culture and unwavering vision of Mr Nishida. The firm expanded from a 2-men team in 2010 to a 10-men team in 2014. That same year, the company also launched its accounting and tax services which generated a strong revenue base for further growth. In the last three years, group revenue has grown by two-folds every year and today the company has 25 staff.

Mr Nishida credits his prior work experience in New York as the foundation to creating a company that taps into the best of both worlds - an amalgamation of both the steadfast values of Japanese corporations and the dynamic systems and best practices of American firms. In New York, he also learnt from his Jewish friends and colleagues in the business field how to negotiate and when to "battle".

Whilst assimilating the business smarts of American corporations, Mr Nishida also re-looked at some of the traditional methods of running businesses in Japan. His 30 years of experience in his home country helped him understand not only the areas where "old" values were useful - but also where improvements could be made.



BUILDING 'CROSS BORDER' TRUST & DEALS!

To further cement their position in the industry, Global Partners has identified several Unique Selling Points (USPs). Firstly, the company focuses on what "others DO NOT want to do" or "CANNOT do". For example, Global Partners is the only Japanese corporate finance (M&A) firm specialised in representing the "seller side". In addition, potential buyers or investors from Japan gravitate to this company due to the lack of "language barriers" and the high levels of quality control and due diligence. At the same time, local clients benefit from their expertise in negotiating with Japanese companies and bridging the "cross-border" cultural gap.

Mr Nishida strongly believes that "diversity" is the key to long-term success and views this trend as increasingly important as information starts to flow faster. With more "value-added" services and the provision of even more talents and offerings, Global Partners is aiming to be Asia's No.1 leading consulting firm in the next decade.

UP CLOSE & PERSONAL

What made you pursue a business in this field?

Passion. And serendipity. It was all about "meeting the right people at the right time" when I think back how this business started (as a matter of fact, it still is!). There was an increasing demand and trend to get on board Singapore's newly-opened Catalist market by SGX. It was then that I met Mr. Raymond Tan, who later became my first local business partner. Together, we built up a wonderful "cross-border" trust and went through many ups and downs together. We were persistent and I believe we took the right risks.

What are some notable challenges you had to overcome?

When we first started our business, it was not stable as it is today. Our projects were directly related to IPOs, where there is always an inherent risk of stoppage due to any number of circumstances. To compound the problem, we started right after the infamous Lehman Shock in 2008. It felt like walking on a rope between two extremely high mountains!

What is your main driving force and motivation?

My love and passion to explore something new and impactful to our society. I have chosen Singapore as the perfect stage to live this dream. Many factors influence my motivation. What I can say is I am never satisfied with yesterday's achievements. I am thus motivated to keep moving forward.

Do you have any advice to aspire entrepreneurs?

If you never admit you lose, you will always win.