



Innovative Hub
SINGAPORE - MALAYSIA - VIETNAM

COMPANY

PROFILE

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INTRODUCTORY LETTER

INNOVATIVE HUB is an official authorized agent of the e-commerce platform Alibaba.com in Singapore, Vietnam, and Malaysia. Our mission is to **DIGITAL TRANSFORM** and elevate the brands of businesses to conduct global business through e-commerce services for both B2B and B2C markets.

With core values of Innovation, Integrity, Professionalism, and a globally standardized workflow system from Singapore, we are dedicated to exceeding customer expectations at every touch-point.

For over 7 years as a **"Global Service Partner"** of Alibaba Group in Singapore, we have always upheld integrity and consistency in our words, actions, and the superior quality of our products and services to build the highest trust in our customers' eyes, continuously realizing the dream of connecting Vietnamese businesses with potential customers worldwide.

With this dream, our vision is to become the leading strategic and reputable partner in digital transformation for small and medium-sized enterprises in Southeast Asia. The team of experts at Innovative Hub is highly experienced in implementing and managing multiple projects and successfully transforming hundreds of businesses, both large and small. We firmly believe that through continuous innovation and creativity, your business will also achieve many unexpected successes.



COMPANY INTRODUCTION



VISION

To become a strategic and reputable partner in digital transformation for small and medium-sized enterprises in Southeast Asia.



MISSION

To digitally transform businesses for global trading.



OPERATING MANIFESTO

With the mission to elevate businesses for global trading through digital transformation, Innovative Hub is proud to be the first & ONLY enterprise in Vietnam that is an Authorized Agent of Alibaba.com with 100% foreign capital. We operate based on SYSTEM, SERVICE, and INTERNATIONAL QUALITY standardized and directly managed from Singapore. Innovative Hub provides comprehensive E-Commerce Services and Marketing Solutions for SMEs in both B2B and B2C markets.

CORE VALUES

INNOVATION

We deeply believe in innovation and continuously creating new things for daily development.

PROFESSIONAL

Building a professional system based on standardized international behavior, appearance, and processes.

INTEGRITY

Integrity and consistency in every word, action, and superior service quality to create the highest trust in customers.

COMPANY INTRODUCTION

DIFFERENTIATED VALUES



Consistent positioning on DIGITAL TRANSFORMATION to maximize growth for businesses and organizations, helping SMEs transform business models to Online, Digital, and E-Commerce platforms.

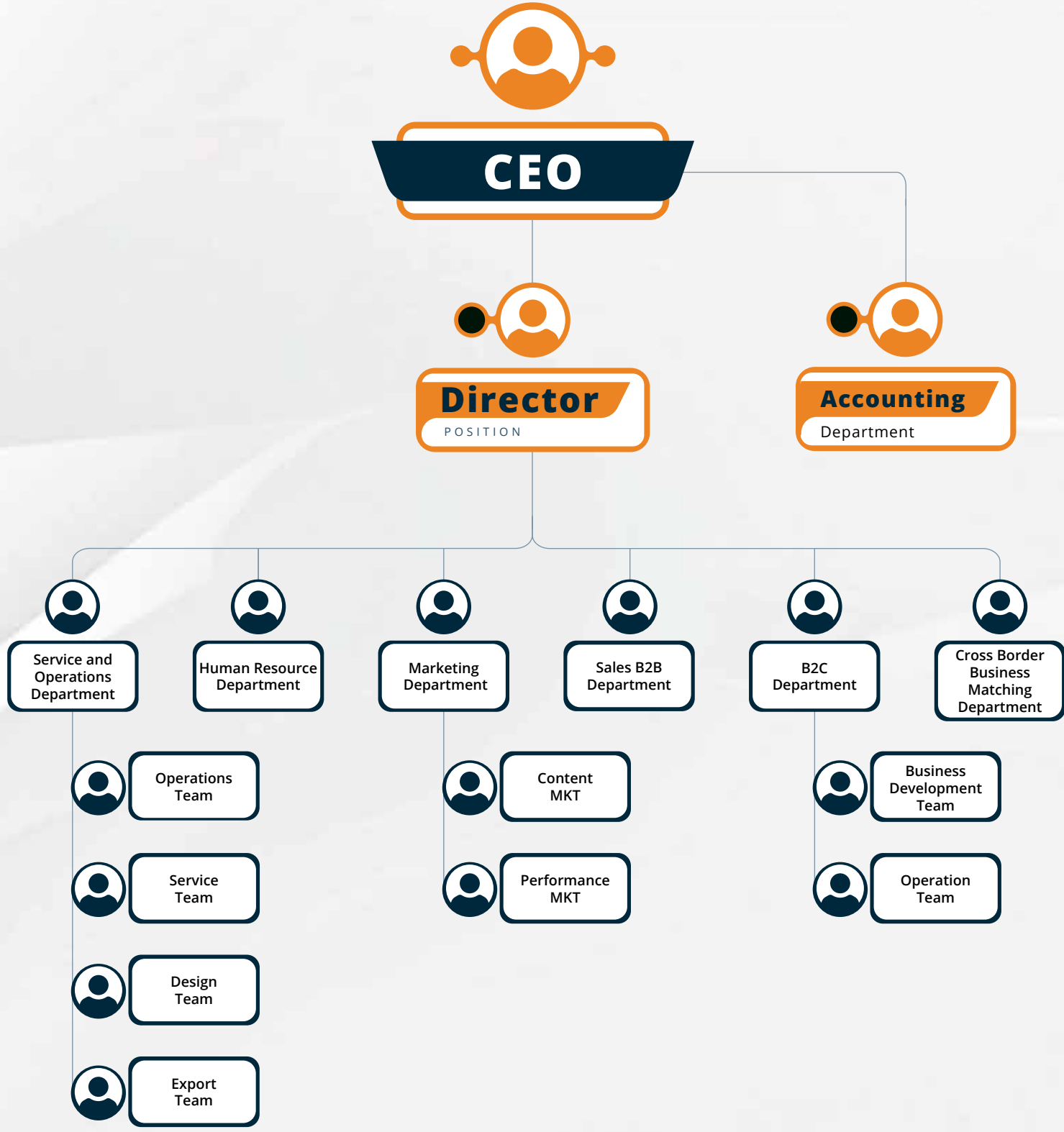


Providing a DIGITAL TRANSFORMATION ecosystem centered on E-Commerce and comprehensive Marketing Solutions, including supporting Vietnamese businesses in exporting online on Alibaba.com, trading on local E-Commerce platforms, online E-learning courses, Website Coding services, SEO services, Digital Marketing services, and Corporate Branding design services.



Operating in 3 countries from Singapore, Vietnam to Malaysia, we continuously strive to connect trade between these countries and support businesses in exporting online to other continents as a GLOBAL AUTHORIZED AGENT of the world's largest B2B E-Commerce platform - Alibaba.com.

ORGANIZATIONAL CHART



OPERATIONAL AREAS

E-COMMERCE B2B

Global authorized agent of e-commerce platform International Alibaba.com
in Singapore, Vietnam, Malaysia

E-COMMERCE B2C

Comprehensive management service of activities on e-commerce platforms, ensuring your
online store always operates effectively

BUSINESS MATCHING

Exclusive project of Innovative Hub, directly connecting businesses
from Singapore to sellers in Vietnam

PR & BRANDING

Press releases are the best way for your business to spread information to customers quickly
At Innovative Hub, we work with two main target groups:

*Brand building strategy through digital content

**Brand image appears to the public

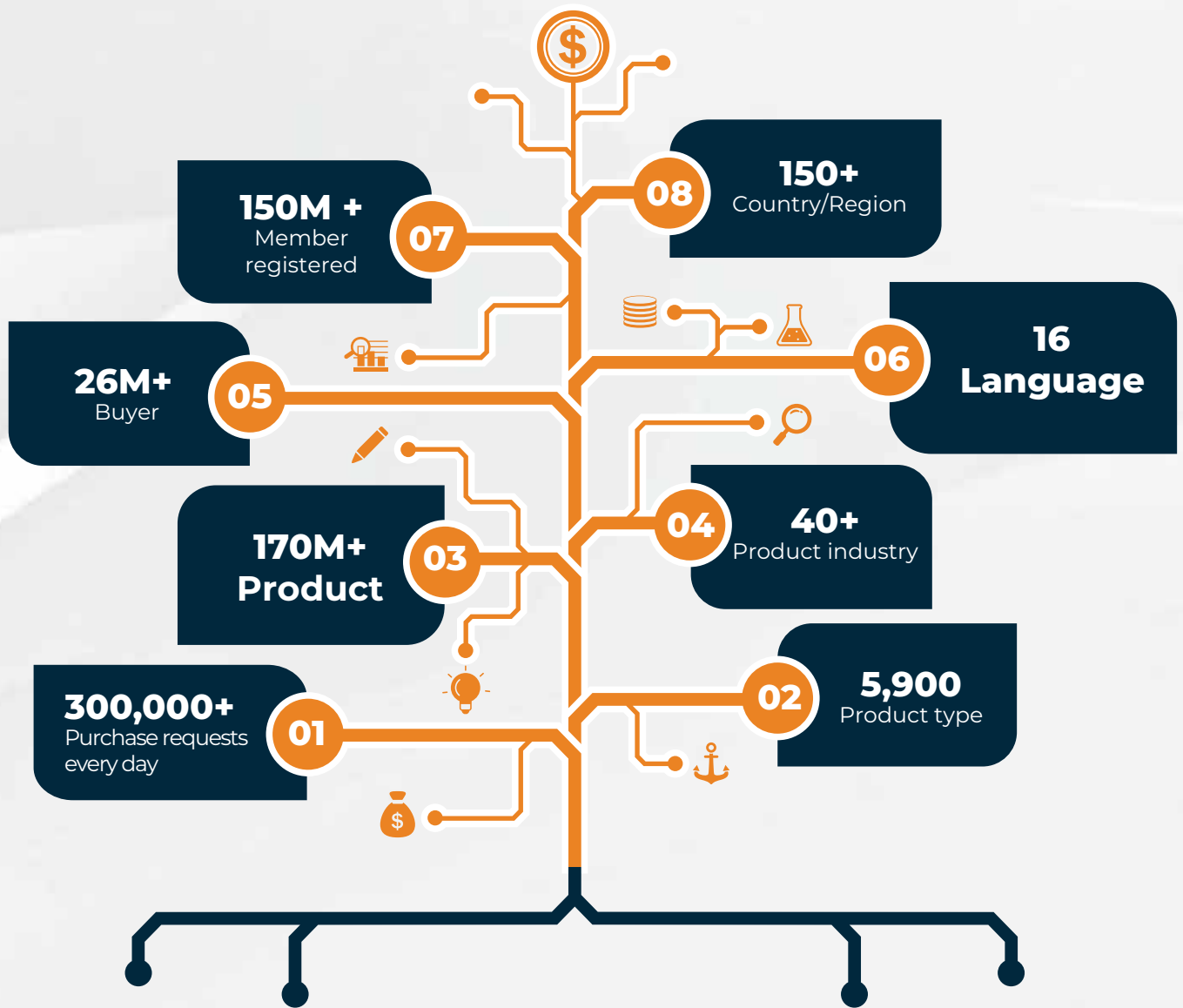


SERVICE

E-COMMERCE B2B

Alibaba.com

Alibaba.com is the leading **B2B e-commerce platform** in the world, with a mission is a bridge for Vietnamese small and medium enterprises to access the market international commerce. Alibaba.com was voted by Forbes magazine as a "**Commerce site**". best B2B e-commerce in the world" 8 times in a row.



SERVICE E-COMMERCE B2B

VAS



MINISITE DESIGN

Like a miniature website - Professional and impressive Minisite will attract a lot of customer attention on



PRODUCT POSTING

Online warehouse posting is unlimited with an optimal number of personnel - helping businesses reduce



PHOTO TAKING

Attract potential customers with rich, professional images through Innovative Hub's design and editing services



ACCOUNT MANAGEMENT

Support businesses in managing the operations of Alibaba.com stores in the most effective way



SERVICE

E-COMMERCE B2C

DỊCH VỤ THƯƠNG MẠI ĐIỆN TỬ NỘI ĐỊA B2C

Dịch vụ **Thương Mại Điện Tử Nội Địa** trọn gói từ tư vấn, thiết lập gian hàng đến hỗ trợ quản lý đến giải pháp Marketing cho gian hàng và dịch vụ chăm sóc khách hàng chuyên nghiệp.



XÂY DỰNG & NÂNG CẤP GIAN HÀNG TRỰC TUYẾN

- ✓ Hỗ trợ gắn nhãn **Mall/Official Store**.
- ✓ **Tạo mới gian hàng từ đầu**, bao gồm thiết kế đồ họa, cấu hình gian hàng để phù hợp với chiến lược kinh doanh và thương hiệu.
- ✓ **SEO và Tối Ưu Hóa Nội Dung**: Đảm bảo gian hàng được tối ưu hóa cho công cụ tìm kiếm và cải thiện khả năng hiển thị với nội dung hấp dẫn và dễ tiếp cận.



THIẾT KẾ & TRANG TRÍ GIAN HÀNG

- ✓ Từ layout, màu sắc đến hình ảnh sản phẩm, mọi yếu tố đều được thiết kế tỉ mỉ để tạo sự khác biệt và thu hút người dùng.
- ✓ **Tối ưu hóa trải nghiệm người dùng** với giao diện thân thiện và dễ sử dụng
- ✓ Tối ưu hóa các yếu tố SEO để gian hàng của bạn



QUẢN LÝ & VẬN HÀNH GIAN HÀNG

- ✓ **Quản Lý Đơn Hàng**: Tối ưu hóa quy trình xử lý đơn hàng, từ nhận đơn đến giao hàng, đảm bảo hiệu quả và nhanh chóng.
- ✓ **Hỗ Trợ Khách Hàng**: Cung cấp dịch vụ chăm sóc khách hàng chuyên nghiệp, giải quyết thắc mắc và vấn đề của khách hàng một cách nhanh chóng và hiệu quả.



QUẢNG CÁO GIAN HÀNG

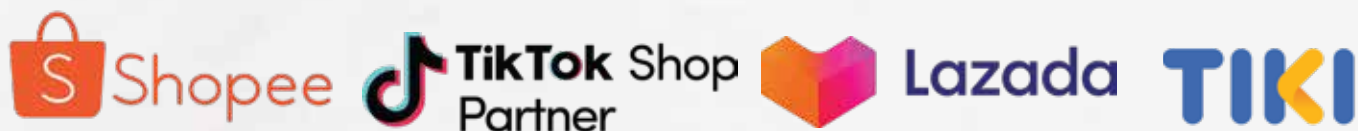
- ✓ **Chiến Dịch Quảng Cáo Đa Nền Tảng**: Triển khai các chiến dịch quảng cáo trên nhiều nền tảng như **Facebook, Instagram, Google Ads**, và các sàn TMĐT như **Shopee, Lazada, v.v.**
- ✓ **Tối Ưu Hóa Quảng Cáo**: Sử dụng phân tích dữ liệu để tối ưu hóa chiến dịch, tập trung vào mục tiêu đúng đắn và đảm bảo chi phí hiệu quả.

SERVICE E-COMMERCE B2C



FEATURED PARTNERS

E-COMMERCE B2C



SERVICE BUSINESS MATCHING

INNOVATIVE HUB - BUSINESS MATCHING

VIET - SING



- ✔ B2B Matching Program is a project sponsored by the Singapore government to assist their Suppliers in finding and connecting Exclusive distribution agents in Vietnam. Innovative Hub is honored to be the supporting bridge for this trade connection
- ✔ The mission of B2B Matching is connecting local partner to connect with interesting brands/ technology and solution/ company in Singapore and Malaysia, bring more quality product to Vietnam market.



- ✔ Opportunity to work with foreign brands.
- ✔ No fee to connect
- ✔ Suppliers certified by the government of **Singapore**.
- ✔ Explore many cooperation opportunities in **Innovative Hub**'s partner network.

The Differences Between B2B Matching Program and Others



The project is funded by the Singapore Government



No fees for connection



Suppliers are verified by the Singapore Government

NUMBERS IMPRESSION

7

Year of operation

1000⁺

Successful export and
digital transformation
business

3

Active Country

50⁺

Affiliate partners

10.000⁺

Training hours for
customers

CERTIFICATIONS & ACHIEVEMENTS



FEATURED PARTNERS



ACTIVITIES



CONTACT INFO

| empowering business
connectivity globally
through **DIGITALISATION**

Innovative Hub là đại lý ủy quyền **Alibaba.com** tại Việt Nam với **HỆ THỐNG, DỊCH VỤ** và **THƯƠNG HIỆU** quốc tế từ Singapore. **Innovative Hub** cung cấp dịch vụ **Thương Mại Điện Tử** cho các **doanh nghiệp SMEs cả B2B lẫn B2C**.



LIÊN HỆ HỢP TÁC



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