

Supply Chain Solutions — Mentor Media

Clients can sleep well at night

Headquartered in Singapore, Mentor Media is a leading provider of supply chain management solutions that are sustainable for customers, other stakeholders and the societies where it operates. The company’s extensive services are customized to meet client requirements.

Mentor Media is an innovative global supply chain service provider with presence in Asia, the Americas and Europe. The company has extensive experience in manufacturing and has developed an offer of comprehensive, high value-added services to help its customers conceive ideas, develop products, build up brand names and enable further growth.

Through well-developed strategic alliances with other strong global logistics partners, Mentor Media has also created a complete supply chain delivering directly to channels and end-users. The company is a partner to some of the world’s leading companies in consumer electronics, communications, computing, medical technology, software and retail.

Mentor Media was founded about 40 years ago in Singapore and was acquired by Elanders in 2014. Since then, Mentor Media has expanded to a global presence in several customer segments.

Kok Khoon Lim, President, Mentor Media, emphasizes the importance of trust, agility and innovation.



Why should customers choose Mentor Media as a partner?

We are a trustworthy partner that will let you sleep well at night. With presence in Asia, Europe and the Americas and combined with the whole Group, we have a truly global footprint. Our end-to-end supply chain solutions include advanced value-added services covering everything from the before-market phase to product delivery and on to after-market services. Our solutions are based on standardized processes and practices that can be replicated anywhere in the world.

What are your key strengths?

The trust element is very strong for Mentor Media. We are a one-touch global service provider delivering what our clients need in any region or country all over the world while retaining full control over their intellectual property. In today’s unstable world, agility is also more important than ever. We can rapidly respond to natural disasters, political disruptions or any other type of crisis, easily moving operations from one site to another. Furthermore, our innovative and creative team can help clients find improvements and break new ground.

How does being part of the Elanders Group benefit Mentor Media?

It adds an ability for us to extend into new customer segments. Mentor Media has traditionally been very strong within Electronics but is increasingly establishing a global presence within Health Care and,



together with our sister company Bergen Logistics, Fashion. Given our strong presence in Asia and Latin America, we can work as an internal provider for our sister companies. Furthermore, they can refer customers demanding advanced value-added services to us, whereas we, for example, can refer customers in need of contract logistics services to Bergen, LGI and Kammac. Another added value for our customers is that we can bring them print services within Elanders Print & Packaging Solutions.

What are your focus areas for the future?

We have a continued focus on Electronics, which is our core customer segment, but are also working hard to realize our aspirations within Health Care and will continue to expand our capabilities in this area to more sites. Together with Bergen Logistics we are also expanding within Fashion, at present both in Mexico and in Southeast Asia.

What is the significance of your recent expansion in Thailand?

As a global service provider, we constantly have to review our supply chain network’s relevance to our global clients. Political and economic realities are creating a new need to decentralize from China and the ASEAN region is becoming a new manufacturing hotspot. Ready to seize new opportunities as they materialize, Mentor Media has secured an important contract with an existing Electronics client enabling us to set up our first contract logistics site in Thailand. Looking forward, we will continue to invest where the business is going.

What are your other important ongoing business initiatives?

In the face of potential new customs pressures, we have developed a ‘global launch’ platform. This allows customers to move manufacturing operations to new territories, such as Mexico, and partnering with us for their supply chain needs, using our infrastructure, space and people. Another important initiative focuses on building more partnerships to help customers meet various challenges in different locations around the globe.

How is sustainability integrated in your business model?

Our global services help clients manage the supply chain in a way that is sustainable for the societies where they operate. Our priority is to always organize our business around local sourcing, cutting carbon emissions when shipping parts and material, while also providing resilience to cross-border disruptions. We optimize freight forwarding through consolidation of goods at local hubs both outbound in the producing country and inbound in the receiving market. Furthermore, we promote circularity through our after-market services for refurbishing or recycling old equipment.

Mentor Media	<div>~2,360</div> <div>~1,100</div>	
Net sales, MSEK		
Number of employees		
Geographical presence		
Brazil, China, Czech Republic, India, Mexico, Singapore, Taiwan, Thailand, the USA and Vietnam		
Customer segments		
Electronics, Fashion, Health Care and Other		