

Supply Chain Solutions — Mentor Media

Headquartered in Singapore, Mentor Media is a leading provider of supply chain management solutions that are sustainable for customers, stakeholders and society at large. The company’s extensive services are customized to meet diverse client requirements.

Interview — Simon Sim — President, Mentor Media

Turning complexity into advantage

Mentor Media is an innovative global supply chain provider with a strong presence across Asia, the Americas and Europe. With deep experience in manufacturing, the company partners with many of the world’s leading brands in consumer electronics, communications, computing, medical technology, software and retail. Its high value-added services help customers develop products, strengthen their brands and scale efficiently. Through strategic alliances with global logistics partners, Mentor Media offers end-to-end supply chain solutions delivering directly to channels and end-users.

Mentor Media was founded about 40 years ago in Singapore and acquired by Elanders in 2014. Since then, it has grown into a global player across multiple customer segments.

You started as CEO in November 2025. What is your background?

I have worked for over 20 years in supply chain services, logistics and the manufacturing industry, focusing on operational excellence and transforming traditional models into integrated end-to-end solutions. Before joining Elanders, I held senior leadership roles managing multi-country operations and developing fourth-party logistics-driven value chains for global customers. At Mentor Media, I see significant potential to strengthen our position by combining supply chain agility, fulfillment capabilities and digital innovation across the Asia-Pacific region.

Why should customers choose Mentor Media as a partner?

Customers choose us because we deliver more than logistics, we deliver strategic enablement. We are known for execution, reliability, engineering expertise and tailoring solutions that reduce

total cost of ownership while improving customer experience. Operating at the intersection of supply chain, manufacturing support and e-commerce fulfillment, we offer flexible, scalable and technology-enabled solutions. Our regional presence allows us to serve clients close to their markets, ensuring speed, resilience and compliance in today’s rapidly changing trade environment.

What are the key strengths of Mentor Media?

Our strengths lie in global reach, local execution and end-to-end integration. We combine decades of operational experience with a customer-centric culture focused on value creation, sustainability and partnership. With facilities on three continents, we respond quickly to evolving customer needs. Our digital visibility and process controls enhance analytics and automation, making Mentor Media a strategic bridge between manufacturing and market delivery.

How is Mentor Media benefiting from being part of Elanders?

Being part of Elanders provides a strong global backbone, financially, technologically and strategically. The Group platform allows us to extend our portfolio beyond fulfillment into packaging, print and broader supply chain solutions. The Elanders ecosystem offers powerful synergies including cross-selling, shared digital tools for transparency and sustainability and a global customer base that values integrated 4PL (fourth-party logistics) capabilities. These strengths position Mentor Media as the Asia-Pacific engine of the Group.

What segments are you planning to focus on ahead?

While Electronics remains our core, we are expanding into the health care, lifestyle and FMCG, segments where our fulfillment and value-added packaging capabilities provide differentiation. We also see strong potential in e-commerce and omnichannel fulfillment, supported by our flexible warehouse model and regional distribution network. In parallel, we are investing in digital control towers, predictive analytics and sustainable packaging to enhance visibility, speed and environmental performance.

How have you integrated sustainability into your business model?

Sustainability is built into how we operate. We support clients in reducing Scope 3 emissions while contributing to Elanders Group’s decarbonizing goals. Our priorities include carbon-optimized logistics through near-shore manufacturing and regional fulfillment, as well as eco-efficient packaging using recyclable or biodegradable materials. We also focus on energy efficiency through solar power adoption and smart facility management. These efforts reduce emissions while improving operational efficiency.

Mentor Media recently opened a site in Thailand. What other plans do you have regarding Asia?

Our Thailand site has been highly successful, providing customers with supply chain diversification, cost-efficiency and trade resilience. As supply chains evolve and volumes shift from China to the rest of Southeast Asia, we are strengthening our presence in Vietnam and Malaysia. At the same time, China remains essential. We continue to invest there, focusing on automation, value-added configuration and domestic e-commerce, thus ensuring that China remains a cornerstone of our regional strategy.

Are there other important initiatives going on?

We continue to drive transformation through several strategic initiatives. One is network optimization for faster delivery with lower carbon footprint. Another is digital transformation supported by smart analytics and IoT. A third concerns customer innovation labs focused on packaging, automation and sustainability. And a fourth is people development to build the next generation of supply chain professionals. These efforts help turn global complexity into advantage — delivering smarter, greener and more resilient supply chain solutions.



Simon Sim — President, Mentor Media, emphasizes the importance of combining supply chain agility, fulfillment capabilities and digital innovation.

Mentor Media

Net sales, MSEK

Number of employees

≈ 1,790

Geographical presence
Brazil, China, Czech Republic, India,
Mexico, Singapore, Taiwan, Thailand,
the USA and Vietnam

≈ 1,200

Customer segments
Electronics, Fashion, Health Care
and Other



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