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Singapore Business Branding Consultancy



**ELITE BRAND** *Category* ★★★★★

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OKADA ECOTECH PTE LTD  
MR K.E. TAN, Managing Director

# BUILDING A GLOBAL ENVIRONMENTAL PROTECTION BUSINESS



When running a product-based business, product quality is of paramount importance. However, knowing how to properly market high-quality products is just as, if not even more vital. This has been the case for Okada Ecotech, a biotechnology company which specialises in various manufacturing eco-friendly premium products.

The company was founded in 1998 by Japanese chemist Mr K Okada, who had a dream to make the world a better place. He therefore set up a manufacturing plant in Singapore producing his own personally formulated, safe and eco-friendly products. Following his lack of success in penetrating the local and global markets, Mr Okada approached his long-time friend Mr K E Tan who shared the same ideals of ridding the world of poison exposure to help him with distribution in Malaysia. Mr Tan eventually took over leadership of the company in 2009 when Mr Okada retired to Japan. Under Mr Tan's stewardship, the company went through

major restructuring as well as product re-branding and re-positioning. Public awareness campaigns were carried out to educate the masses on the availability of alternative products that were both safe and effective for personal use as well as industrial application. These efforts have since brought about much success, making Okada Ecotech a well-known name in the biotechnology products industry today.

Okada Ecotech provides two main product lines, Biovectrol and Bio-X. Both product lines are water-based solutions intended for industrial and consumer use respectively. All products are multi-functional, acting as deodorisers, disinfectants, fungicides, ovicides, larvicides, insect repellents, insecticides and plant growth enhancers. The two product lines each have their own product range and target groups. The Biovectrol range primarily caters to the agricultural, commercial sanitation, animal hygiene and public health sectors, while Bio-X products

meet various average consumer needs. The products have been tested by various independent labs including the Agri-Food and Veterinary Authority of Singapore. Mr Tan firmly believes there are no other products in the market which are able to meet the same requirements and standards whilst fulfilling the same functions.

As a small company with limited resources producing high premium products, Okada Ecotech chooses to focus on niche markets for inroads into the mass market. Mr Tan attributes the company's success to perseverance and the commitment to do what is right by making this world a better place for everyone. With three subsidiary companies in Singapore, Kuala Lumpur and Shanghai, exports to Southeast Asia, Hong Kong, Taiwan, the Caribbean and the Middle East, as well as expansion plans for China on the cards, Okada Ecotech looks primed for further success locally, regionally and globally in the years to come.



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