

ENTERPRISE 50

From distributor to strategic partner – Wiselink's role in Asia's electronics supply chain

By **Charleston Yap, Faye Teo, Glenys Gan, Rachel Koh and Zeng Ruiyi**

FROM its modest beginnings as a local distributor in 1993, Wiselink Technology has grown into a regional player, with a network spanning mainland China, Malaysia, the Philippines, Taiwan, Thailand and Vietnam.

At the heart of the electronics distributor's operations is a catalogue of more than a million components, from connectors and resistors to diodes and power supply modules.

Every item undergoes rigorous checks for authenticity and compliance, ensuring that manufacturers can rely on the quality of every delivery with no disruption to their production lines.

But Wiselink's transformation has not just been in scale. Working within Asia's complex and fast-moving supply chains, the company has developed new skills and fine-tuned its operations with digital tools.

These range from e-commerce platforms connecting small and medium enterprises, to artificial intelligence-driven forecasting for large manufacturers.

The electronics industry can be difficult for clients to navigate, due to its fast-moving and complex cross-border ecosystem. This is where Wiselink comes in.

Solutions, not just products

Beyond just supplying components, Wiselink is a strategic collaborator, both upstream and downstream. It anticipates shortages,



Wiselink Technology executive directors Janice Lim (left) and Janelle Lim, at the company's warehouse.
PHOTO: WISELINK

streamlines deliveries and helps manufacturers navigate volatile markets.

The company prides itself on a combination of product breadth, quality and problem-solving.

An automotive client, for instance, was at risk of having to stop production due to a global semiconductor shortage.

Instead of just providing alternative components, Wiselink helped the client redesign its

sourcing plan, and assisted in coordinating across multiple factories and suppliers.

As a result, assembly lines continued with minimal disruption, saving time and significant costs for the automotive company.

In an industry where delays in production can have a major impact, Wiselink not only offers greater choice via its portfolio of solutions, but also lends its expertise to help clients be more resilient and

agile. Enabling this is Wiselink's network of more than 60 manufacturer partners around the world.

The company's ability to coordinate across multiple suppliers and factories can be attributed to the long-standing manufacturer relationships it has developed.

When clients face disruptions, Wiselink's regional teams in eight locations can rapidly source alternatives and reconfigure supply plans, enabling clients to keep op-

erating. Its efforts have also been recognised by its partners. Wiselink was named Riedon's Top Distributor in Asia in 2019. It won Cinch Connectivity's Sales Performance of the Year award for Asia-Pacific in 2022.

Technology driving transformation

Upon a firm foundation of products and partnerships, Wiselink's digital efforts drive growth further.

In 2021, the company launched a hybrid e-commerce platform, providing smaller enterprises with real-time access to components and giving personalised support to large manufacturers.

Its proprietary in-house software uses AI-powered analytics to improve inventory forecasting and predict demand fluctuations.

Intelligent dashboards also give clients real-time visibility into supply chains in Asia.

Clients that face component shortages can use Wiselink's digital tools to get alternative sourcing options, real-time shipment tracking and automated alerts about potential bottlenecks.

Combined with its extensive supplier network, the e-commerce platform helps prevent production delays and ensure business continuity.

The next chapter

In recent years, founder and CEO Robert Lim has been letting his daughters, Janice and Janelle, who are both executive directors, play larger roles in the business.

The company is positioning itself for its next chapter of growth.

Emerging markets, such as India and Vietnam, present new opportunities, while the demand for electronic components continues to rise, driven by advancements in AI, Internet of Things, wearable devices and electric vehicles.

Beyond just delivering components, Wiselink enables manufacturers to innovate and avoid disruption amid global uncertainty.

This series is part of the Enterprise 50 Educational Project between the E50 partners and the NUS Business School. Wiselink Technology was among the winners in 2024. The annual E50 ranking is co-organised by The Business Times and KPMG, sponsored by OCBC Bank, and supported by Enterprise Singapore, Singapore Exchange and Singapore Business Federation.



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