

# GPC Gateway Pte Ltd、 Designing a Sustainable Future by Co-creating with Singapore SDG Enterprises

GPC Gateway Pte. Ltd., (Based in Singapore, hereinafter “GPC Gateway”), a consulting firm providing overseas expansion advisory services mainly to Asia Pacific countries, supported the strategic business alliance between Advance Sports Technologies Pte Ltd (Based in Singapore, Ching Heng Pooh (Technical Director), Wong Gertrude (Creative Director), hereinafter “AST”) and Mirage Design Landscape and Contract Pte Ltd (Based in Singapore, Ow Tai Yip (Executive Chairman and founder), hereinafter “MDL”), a subsidiary of UNIVERSAL ENGEISHA Co., Ltd (Based in Japan, Takumi Morisaka (Chairman), Tsuyoshi Abe (President), hereinafter “UNIVERSAL ENGEISHA”).



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From left : AST (Asst. Sales Manager - Wan Desmond, Technical Director - Ching Heng Pooh, Creative Director - Wong Gertrude), MDL (Deputy Managing Director - Seki Takeshi), GPC Gateway (Senior Consultant - Gary Tan, Assistant Manager – Kazuya Sakurai)

## Background

Growing awareness of global warming, energy-saving orientation, increased demand for plants due to remote work and other factors, and the activation of wall greening and rooftop greening activities due to corporate SDGs initiatives, have increased the focus on the green industry.

AST provides a full range of services from the construction of sports facilities and installation of artificial turf using its own brand of high-quality GreenTurf artificial turf products.

MDL provides creative landscape design for residential, commercial and public spaces to create spaces that exceed customer expectations. As a subsidiary of UNIVERSAL ENGEISHA, the only listed company in the horticulture industry, MDL is also able to handle a wide range of greening projects.

## Addressing SDGs through Strategic Business Alliance

The strategic business alliance between AST and MDL is expected to generate multiple benefits that will primarily contribute to the following SDGs



### - Goal 15

#### ***Life on Land***

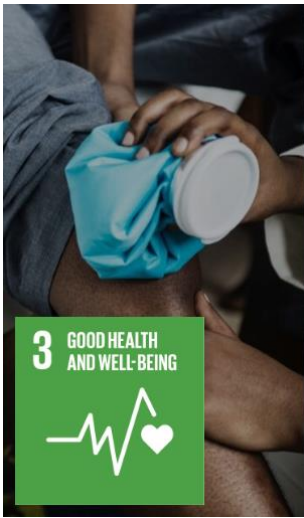
The strategic business alliance enables urban areas to be in harmony with nature and contributes to raising awareness of further long-term environmental protection among people around the world.



### - Goal 11

#### ***Sustainable Cities and Communities***

The use of high-quality artificial turf and environmentally friendly landscape design promotes sustainable urban development and the conservation of natural resources.



- Goal 3  
**Good Health and Well-being**  
Promotes a healthier and more sustainable society through the reduction of environmental impact and the creation of green public spaces.



- Goal 8  
**Decent Work and Economic Growth**  
The creation of new green public spaces contributes to stimulating the local economy and creating quality jobs. These initiatives promote sustainable development in terms of both the environment and the socio-economy.



- Goal 12  
**Responsible Consumption and Production**  
This initiative contributes to sustainable consumption and production patterns by striking a balance between environmental protection and economic growth.

## SUSTAINABLE DEVELOPMENT GOALS



## Details of Strategic Business Alliance

This business alliance will look to provide a consistent, high-quality service to customers through joint project implementation, technology sharing and mutual utilisation of resources. This collaboration will increase the potential for more creative and practical solutions in design and construction in the exterior spaces of commercial, public spaces and residential projects, thereby strengthening both companies' position within the industry and aiming for sustainable growth.

### **Advance Sports Technologies Pte Ltd**

- Business Description: Design and Deliver of Sports and Architectural Finishes Solutions. Brand developer of GreenTurf Indirect Contact with Nature Solutions
- Establishment: July 2009
- Address: 53 Ubi Ave 1, #05-16 Paya Ubi Industrial Park, Singapore 408934
- Company Representative: Ching Heng Pooh (Technical Director), Wong Gertrude (Creative Director)
- Website: <https://www.astpl.com.sg/>
- In-house brand website: <https://greenturf.asia/>

### **Mirage Design Landscape and Contract Pte Ltd**

- Business Description: High-quality landscaping, and horticultural services based in Singapore
- Establishment: March 2002
- Address: 6 Raffles Boulevard Marina Square, Singapore 039594
- Company Representative: Ow Tai Yip (Executive Chairman and Founder)
- Website: <https://www.miragels.com/>

### **UNIVERSAL ENGEISHA Co., Ltd**

- Listing Category: Tokyo Standard Market (Stock code: 6061)
- Business Description: Plant rentals and sales of gifts, fresh flowers and ornamental plants to offices and commercial establishments
- Establishment: February 1974
- Address: (Osaka Head Office) 193-2 Saho, Ibaraki-shi, Osaka, JPN  
(Tokyo Head Office) 5-11 Hakozaiki-cho, Nihonbashi, Chuo-ku, Tokyo, JPN
- Company Representative: Takumi Morisaka (Chairman)  
Tsuyoshi Abe (President)
- Website: <https://uni-green.co.jp/en/>

## About Us

### GPC Gateway Pte. Ltd.

- Business Description: We provide a wide variety of consulting services in Business Management, Accounting and Finance, Overseas Expansion, IT and Marketing.
- Address: 80 ROBINSON ROAD #10-01A SINGAPORE 068898
- Director: Miho Izumi, Yuki Itakura, Hideo Yamashita
- Achievements: GPC group including GPC Gateway has supported the success of more than 800 Japanese companies expanding in the Asia Pacific region including Singapore for the past 20 years. Serving as corporate advisor to multinational corporations and SMEs in Japan and Asia, we have been dedicated to providing innovative and practical solutions. In an environment where an increasing number of companies seek strategic business partnerships and investment opportunities across borders, our group remains united to meet the strategic interests and needs of our valued clients. We are committed to continually delivering innovative and practical solutions and support to help our clients navigate and capitalize on opportunities in the dynamic business landscape.

## Contact

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## Translator

- Company Name: GPC Gateway Pte. Ltd.
- Address: 80 ROBINSON ROAD #10-01A SINGAPORE 068898
- Translator: Ayumi Taki



- ❖ Doshisha University (Japan)
- ❖ Singapore Airline's Crew for more than 8 years
- ❖ Worked for Japanese medical aesthetic clinic for a year as a professional translator for medical doctors to communicate with Japanese patients
- ❖ After joining GPC, fully utilizing her extensive experiences of travel industry as well as professional translation, she is helping projects that requires research and arrangement of clients cross-border business trips.