

# GERNISE GLOBAL PTE LTD

Gernise Global is an exclusive distributor for Mianyang Longhua Films providing a wide range of engineering plastics films for major applications and industries



**NAME OF RECIPIENT:**

**Ms Vanessa Ong**

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In March 2014, Gernise Global was established as an exclusive distributor of polycarbonate films and other plastic merchandises to Sze Chuan, China. It also plays the role of expanding themselves in Southeast Asia by distributing electronics, automotive and other chemical-related products.

Managing director, Ms. Vanessa Ong was first exposed to logistics when she worked under the logistic management service department in a plastic company in 1997. She later moved on to becoming a sales manager and a director in two other companies before venturing out into her own business.

Ms. Ong had to endure many challenges during the initial stages. She faced rejection in the first six months, many being sceptical of her business and the negative reputation of China products. Additionally, there was not enough



marketing done to promote her business, forcing Ms. Ong to change her tactics. She also held herself accountable to every proceeding which included bringing the materials to clients and allowing them to see it first-hand.

Recent events had also proved to be challenging for Ms. Ong and her company. In 2014, there was a decline in global spending power and the manufacturing market was poorly, which affected the production and manufacturing process of the business. Nevertheless, Ms. Ong continues to overcome these challenges by providing one-stop solutions to her clients. Her focus is to gain the trust of her customers by making sure they feel comfortable with her and the products she brings to the table.

It is these attributes which Ms. Ong believes that they make her company different from her competitors. What also makes Gernise Global stand out is the fact that Ms. Ong is sincere in building relationship with her clients, having a "can help - will help" attitude as well as her extensive area of expertise.

To Ms. Ong, selling a product that people would not usually buy is an accomplishment to her. Her feel-good moments are when she successfully closes deals with clients, especially those which seemed challenging and even impossible. Her proudest achievement, however, is being appointed as one of China's exclusive product manufacturers and being able to penetrate into their markets with such products.

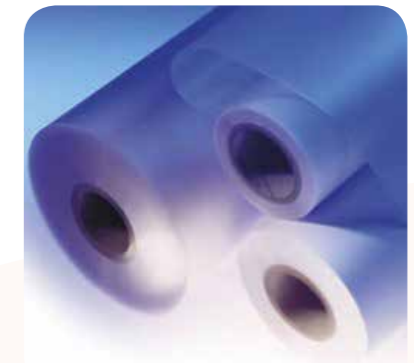
## ENTREPRENEURSHIP IS ABOUT BEING HUMBLE IN LEARNING THROUGH HARDSHIPS AND NOT RESTING ON ONE'S LAURELS

Her plans to expand in the next five years include increasing their business units as well as looking out for more product services and materials in high-end plastics; eventually taking Gernise Global to where its name aspires to be: an international scale. Sharing her inspiration behind the name "Gernise", Ms. Ong revealed she had combined the names of her children, in hopes that they would take over the business from her one day.

"The apple doesn't fall far from the tree" - Ms. Ong shared that her first experience to entrepreneurship was in her family. Her grandfather, a provision shop owner, had taught her the importance of service and cross-selling, inspiring her even from humble beginnings, to set up her own business one day.

Now as a career woman and a mother, Ms. Ong strikes a good balance between the two roles. Though she is passionate and focused on her job, at the end of the day, she still puts her children as the priority, not letting workload get in the way of spending time with the family.

The journey of Ms. Ong's success showed how important innovation was to build and sustain Gernise Global. She showed that even with hindrance that is in the way of success, it takes passion and discipline to pull through. It is without question that under the leadership of Ms. Ong, Gernise Global Pte Ltd will continue to soar to greater heights.



When asked what entrepreneurship meant to her, Ms. Ong defined it as putting in a lot of hard work, knowing how to network and build relationships. Entrepreneurship is also about being humble in learning through the hardships and not resting one's laurels. Ms. Ong advises young and potential entrepreneurs to embrace these situations. When facing difficulties, they need to possess qualities such as determination and perseverance. However, she assures them that things will eventually work out, with a little bit of luck.