

WALOVI Establishes Singapore HQ to Accelerate Southeast Asia Expansion

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WALOVI officially launched its WALOVI Singapore International Headquarters, unveiled its new "X-Hero natural energy electrolyte drink" for the first time outside China, and signed three strategic partnerships, marking a major milestone in global expansion.

The Singapore HQ will serve as WALOVI's global operations hub, overseeing brand promotion, channel management, cross-border investment, and talent acquisition. It will also explore local filling and co-manufacturing models to sharpen regional responsiveness. The choice of Singapore leverages its status as Asia-Pacific's capital gateway and home to one-third of Fortune 500 regional HQs, while Southeast Asia has become Walovi's fastest-growing overseas market—with Vietnam, Cambodia, and Malaysia all posting 100 per cent year-on-year export growth in H1 2026.

"WALOVI's globalization strategy is to carve out a clear niche in the global beverage market—to become the world's leading natural plant-based beverage brand. WALOVI's arrival in Singapore and the establishment of its international headquarters is not about 'going out'—it's about 'growing up,' connecting consumers worldwide through a natural, healthy lifestyle and natural plant-based beverages," said Fang Dafeng, Chairman of WALOVI Great Health.

The newly launched X-Hero natural energy electrolyte drink—formulated with ginseng and coffee bean extracts, free from synthetic taurine and artificial caffeine—taps into the shift from "post-exhaustion fixes" to "sustained daily vitality." With Southeast Asia's tropical climate and a \$21.8 billion functional drink market (Euromonitor 2025), the product is positioned for strong regional uptake.

Three agreements were inked: with Nanyang Technological University for brand and consumer research, with Baosteel Packaging for supply chain co-manufacturing in Vietnam, Malaysia and Cambodia, and with Sheng Sheng Food for Singapore retail distribution – operationalizing Walovi's PCBCI global model of Product, Channel, Brand, Culture, and Investment.