

ASEAN Purchasing Initiative 2025 – Supplier Structure and Product Groups at a Glance

Gain access to prequalified suppliers tailored to your commodity needs.

Supplier Snapshot

Within the Purchasing Initiative 2025

- **165 suppliers across 5 ASEAN countries** – with Malaysia (38.8%) as the dominant hub, followed by Vietnam, Indonesia, Philippines, and Thailand.
- **Core sectors:** Metal Working (67.9%), Other Services (60.6%), Plastics/Electronics (47.9%), ICT/Industry 4.0/Engineering (38.2%) – reflecting a strong industrial and technological foundation.
- **Supportive and niche sectors:** Other Services (60.6%), Complementary Goods (27.3%), Packaging/Chemicals/Textiles (26.1%) – providing essential infrastructure and specialized capabilities.
- **Turnover:** The majority of entities (38.2%) fall within the €5–50 million turnover range, suggesting a strong presence of mid-sized companies.
- **Export share:** Out of 121 total responses, the largest share (23.1%) falls in the 10–20% export range, while 14.9% export 90–100% – indicating a mix of regional and globally integrated suppliers.
- **Certificates:** Total of 316 certifications, averaging **1.92 certificates per supplier** – a clear indicator of quality and compliance, with strong coverage in ISO 9001 and ISO 14001.



Sector Distribution Overview*

(Total: 165 Profiles)

Key Sectors		Number	% of Total	Summary	
	Metal Working		112	(67.88%)	Core industrial sector with strong demand for mechanical components.
	Other Services		100	(60.61%)	Diverse services like printing, laser cutting, and tool construction, along with finishing options like anodizing, coating, and surface treatment.
	Plastics / Electronics		79	(47.88%)	Innovative segment driving modern manufacturing.
	ICT, Industry 4.0, Engineering		63	(38.18%)	Future-oriented, emphasizing automation and smart technologies.
	Complementary Goods		45	(27.27%)	Components like bearings, bolts, O-rings, rubber parts, screws, nuts, and springs – serve as essential complementary goods.
	Packaging, Chemicals, Textiles		43	(26.06%)	Specialized suppliers for production and logistics needs.

*Multiple selections possible. Country Representation by Number and Percentage

Country Distribution

Country	Count	Percent (%)
Malaysia	64	38.79%
Vietnam	32	19.39%
Indonesia	28	16.97%
Philippines	25	15.15%
Thailand	15	9.09%

Turnover Distribution Summary

Turnover Range (€)	Count	Percentage
< 500,000	20	12.12%
500,000 – 1 Million	17	10.30%
1 – 2.5 Million	18	10.91%
2.5 – 5 Million	25	15.15%
5 – 50 Million	63	38.18%
50 – 100 Million	11	6.67%
100 – 500 Million	8	4.85%
500 – 1,000 Million	3	1.82%
Total	165	100%

Key Observations

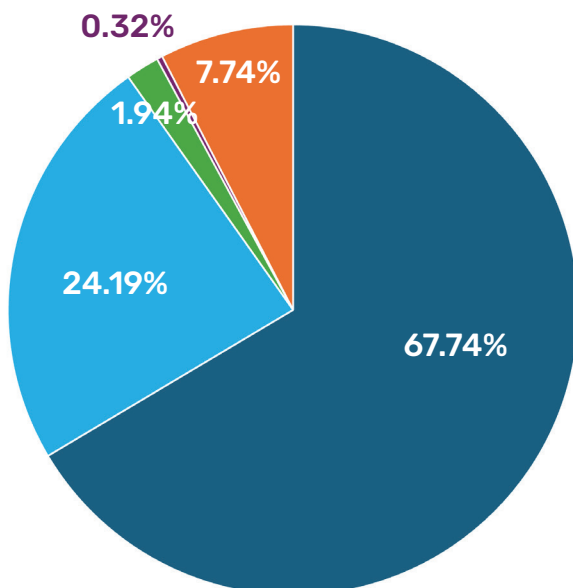
- **Dominant Segment:** The largest share of entities (**38.18%**) fall in the **€5–50 million** turnover range, underscoring the strong presence of **mid-sized companies**.
- **Small Enterprises:** Roughly **22%** of firms report turnover below **€1 million**, highlighting a **modest but notable base of small businesses**.
- **Balanced Middle:** The **€1–5 million** range represents nearly **26%** of the total, reflecting a healthy middle tier that bridges small and mid-sized firms.
- **Large companies:** About **13%** of suppliers exceed **€50 million**, including a handful above **€500 million**, serving as **strategic anchors** in the landscape.

Key Observations

- **Moderate Exporters:** The largest group (**23%**) export **10–20%** of turnover, showing a strong base of regionally oriented firms.
- **High Export Intensity:** Nearly **15%** of companies export **90–100%**, indicating a significant cluster of **fully internationalized suppliers**.
- **Upper-Mid Exporters:** Around **13%** fall in the **70–80%** range, reflecting a strong commitment to global markets.
- **Balanced Spread:** Mid-range exporters (**20–60%**) together account for about **30%**, suggesting a diverse mix of export strategies.
- **Polarization Trend:** The distribution shows **two peaks** – one at **low export shares (10–20%)** and another at **high export shares (70–100%)**, highlighting a split between **domestic-focused and globally integrated suppliers**.

Export Share Distribution Summary

Export Share Range	Responses	Percentage
10 – 20	28	23.14%
20 – 30	14	11.57%
30 – 40	8	6.61%
40 – 50	7	5.79%
50 – 60	8	6.61%
60 – 70	9	7.44%
70 – 80	16	13.22%
80 – 90	13	10.74%
90 – 100	18	14.88%
Total	121	100%



Certifications Overview

Certifications (165 suppliers, 316 total mentions)

- **Quality Management – 210 certificates**
 - Dominated by ISO 9001 (134, 81% of QM)
 - Other notable: ISO/IATF 16949 (46), ISO 13485 (26)
 - Minor presence: VDA (3), ISO/TS 22163 (1)
- **Environment / Energy – 75 certificates**
 - Led by ISO 14001 (72, 44% of category)
 - Minimal uptake of ISO 50001 (3)
- **Compliance / Corruption / Cybersecurity – 6 certificates**
 - ISO 37001 (4) and ISO 19600 (2) present
 - **No adoption of ISO 21344 (Cybersecurity)**
- **Supply Chain / Sustainability – 1 certificate**
 - Only ISO 28000 (1)
- **Other – 24 certificates**
 - Mostly ISO 45001 (18)
 - Legacy OHSAS 18001 (4) and ISO 22000 Food Safety (2)

Key takeaway: Strong quality and environmental certification coverage, but major gaps in compliance, cybersecurity, and sustainability standards.