



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SINGAPORE

PRIYANKAR BHUNIA

Company: Intralink Limited

Role: Project Director, Head of Delivery, Southeast Asia

Target market covered: Singapore

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Priyankar Bhunia is responsible for project execution across the six major economies in Southeast Asia at Intralink. Based in Singapore, he works with Intralink's in-country teams to identify and act on opportunities for clients.

Priyankar work focuses on cross-border projects - from understanding new markets and finding the right partners, to engaging customers, stakeholders and potential collaborators. Priyankar has worked across diverse sectors, ranging from agrifood, industrial technology and cleantech to medtech, software and mobility. He brings a practical, on-the-ground view of Southeast Asian markets, backed by 15 years of experience in the region.

Expert summary for companies:

- Market research, including market overview, competitive analysis, stakeholder mapping and regulatory landscape
- Smart city opportunity and product-market fit analysis
- Sales readiness review, recommending market entry strategy, and refining local value proposition and positioning
- Meeting arrangement with end-users, distributors, partners, and other relevant stakeholders
- Providing support before, during, and after export missions

Sector expertise

- Smart city solutions
- Digital government / e-governance
- AI and data solutions
- Cybersecurity
- Smart mobility and logistics
- Health tech
- Cleantech and circular economy
- Energy efficiency
- GovTech / public-sector digitalisation
- IoT and connected infrastructure

TYPE OF SUPPORT PROVIDED

Market readiness assessment, Business model review, Market-entry strategy, Sales strategy, Partner search, Distributor / reseller search, Buyer mapping, Lead generation, Investor / ecosystem introductions, Export mission preparation, Support during local meetings, Follow-up after buyer meetings, Risk, compliance, or local business culture advice

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- Market research, including market overview, competitive and regulatory analysis, and related insights, combined with recommendations on market entry strategy and refinement of local value proposition and positioning.
- Stakeholder mapping and engagement, including identification and introductions to end-users, partners, and other relevant stakeholders, contributing to outcomes such as sales, distributor agreements, MOUs, and other collaborations.
- End-to-end support for export missions and buyer meetings, including preparation, coordination, and post-event follow-up

TARGET CUSTOMER AND NETWORK ACCESS

Government agencies , Municipalities / city authorities, Large corporates, System integrators, Distributors and resellers, Real estate developers, Utilities / energy companies, Transport and logistics operators, Hospitals / healthcare providers, Universities / innovation hubs, Investors / accelerators, Industry associations