



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SINGAPORE

DROSTON TANG

Company: Whizmeal Pte. Ltd.

Role: Principal Consultant / Market Advisor
(Singapore)

Target market covered: Singapore

Email contact for ICC coordination:
droston@whizmeal.com

LinkedIn profile:
<https://www.linkedin.com/in/drostontang/>

Website:
www.whizmeal.com and www.droston.com



Droston Tang brings 18+ years of market entry and business development experience across multinationals and startups. Based in Singapore with deep local networks, he specialises in greenfield market development, implementation, and launch.

For the past five years, Droston has mentored at regional accelerators, helping businesses with market validation, B2B/B2G partnerships, and regulatory compliance. His expertise covers renewable energy, travel, circular economy, and food & nutrition, backed by roles at Hertz, REC Group, SMEs, and early-stage startups. He delivers practical, on-the-ground execution to turn market potential into revenue

Expert summary for companies:

- Market research, analysis, price walk & positioning for Singapore/SEA
- B2B & B2G stakeholder mapping and ecosystem navigation
- Hands-on B2B business development and sales (delegate-for-hire, meetings, sales readiness & networking)
- Innovation & pilot support – open innovation, grants & partnerships
- Independent 2nd opinion on go-to-market strategy & execution

Sector expertise

Cleantech and Circular Economy

- Smart Mobility and Logistics
- Energy Efficiency
- Smart City Solutions (Urban sustainability tech)
- GovTech / Public-Sector Digitalisation (stakeholder mapping & procedures)

TYPE OF SUPPORT PROVIDED

- Market research, analysis, price walk & positioning for Singapore/SEA
- B2B & B2G stakeholder mapping and ecosystem navigation
- Hands-on B2B business development and sales (delegate-for-hire, meetings, sales readiness & networking)
- Innovation & pilot support – open innovation, grants & partnerships
- Independent 2nd opinion on go-to-market strategy & execution

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- Market-Entry Strategy & Commercial Positioning: I specialise in greenfield market entry, providing market readiness assessments, price walks, and independent second opinions to transform high-level strategies into actionable, launch-ready roadmaps.
- Partner & Distributor Search: Leveraging Singapore and regional networks, I conduct rigorous B2B buyer mapping, lead generation, and partner sourcing to connect Nordic-Baltic innovators with relevant local stakeholders.
- Public-Sector Procurement & Meeting Support: I support B2G stakeholder mapping and regulatory navigation, acting as a delegate-for-hire to prepare, support, and follow up during local ecosystem meetings/culture.

TARGET CUSTOMER AND NETWORK ACCESS

Connections include and not limited to: Accelerators; Distributors and resellers; Education institutions; Government agencies; Healthcare providers (e.g. eldercare centres); Industry and trade associations; Innovation hubs; Investors; Large corporates (selected); Real estate (infrastructure, industrial estates, private developers); R&D institutions; System integrators; Transport and logistics operators; Universities; Utilities / energy companies.