

For immediate release

EDMUND TIE announces rebrand to ETC

Ushering in a new chapter of growth and transformation that coincides with its 30th anniversary

Singapore, 9 January 2025 – EDMUND TIE & Company (戴玉祥产业咨询公司), the trusted homegrown commercial real estate advisory firm in Singapore, is proud to unveil today its refreshed brand identity as **ETC (宜迪产业咨询公司)**. The rebrand marks a pivotal milestone as the company celebrates its 30th anniversary, embracing a modern vision while staying rooted in its legacy of excellence.

The transition to ETC reflects the company's evolution and agility in a rapidly changing real estate industry. With the tagline "Local at heart, global in mind", ETC reinforces its commitment to combining deep local expertise with a forward-looking global perspective. This unique positioning enables the firm to deliver agile and innovative services, creating exceptional value for its clients.

Mr Desmond Sim (沈振伦), CEO of ETC, says, "The new name ETC is not new to many; it has long been a familiar abbreviation for Edmund Tie & Company among clients and staff. More importantly, the decision to officially adopt ETC as our new name was driven by our people. We conducted rounds of focus group discussions and open conversations with different teams – underscoring the priority we place on our people's insights, voices and ideas. It's this spirit of collaboration that defines and propels us forward, as we embrace this next phase of growth."



ETC's new logo features a stylised 'T' that resembles a blooming tree, symbolising steady growth, resilience and deep-rooted connections within the communities it serves. The modern and streamlined design embodies the company's core values: Enterprising spirit, Trustworthiness and Collaborative ethos – principles that will be the cornerstone of its operations.

Commemorating 30 years of success

The rebrand coincides with ETC's 30th anniversary, a celebration of its enduring legacy and transformative achievements. Since its founding in 1995, the company has been a trusted partner in the commercial real estate industry, delivering tailored real estate solutions with expertise, integrity and service excellence across Southeast Asia.

Reflecting on this milestone, Mr Sim says, “Celebrating 30 years is more than just a tribute to our journey; it’s also a bold declaration of our future ambitions. Our refreshed identity reflects how far we’ve come as one united ETC and highlights our intent to shape the future of real estate, both locally and regionally.”

With services spanning every phase of a real estate asset’s lifecycle – from advisory to investment, to management and divestment – ETC is uniquely positioned to navigate the industry’s complexities and deliver impactful solutions. Its strategic partnerships with like-minded businesses in Singapore and across Australia, China, the Philippines, the United Kingdom and Vietnam further enhance its ability to unlock new opportunities and deliver exceptional value.

As it commemorates its 30th anniversary and embarks on a bold new chapter of growth in 2025, ETC reaffirms its commitment to excellence, fostering collaboration and achieving remarkable milestones in partnership with its clients and stakeholders.

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About ETC

Headquartered in Singapore, ETC is a trusted commercial real estate advisory firm with offices in Malaysia and Thailand. Local at heart, global in mind, we provide comprehensive services across the real estate asset life cycle, including advisory, investment, management and divestment services. With deep local expertise, regional reach and global collaborations in markets such as Australia, China, the Philippines, the United Kingdom and Vietnam, we deliver bold and transformative solutions tailored to meet our clients’ evolving needs. For more information, visit etcsea.com or follow us on [LinkedIn](#), [Facebook](#), [Tiktok](#) and [Weibo](#).
