

Vietnam's e-commerce platform Kamereo secures \$7.8Mn funding

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KAMEREO INTERNATIONAL PTE. LTD. operates a B2B food supply e-commerce platform in Vietnam and has successfully raised \$7.8 million in its Series B funding round. The funding came from notable investors, including Sumitomo Corporation, Inspire Co., Ltd., SMBC Venture Capital Co., Ltd., Mitsubishi UFJ Capital Co., Ltd., REAZON HOLDINGS, INC., and various individual investors. With this latest funding, the total amount raised by the company has now exceeded \$15 million.

The funds will be allocated to expanding operations in multiple cities across Vietnam. Plans include strengthening the product offerings, diversifying activities, introducing new services such as a marketplace model, and further developing product features.

In December 2024, KAMEREO expanded its operations to Hanoi, enhancing its presence in Ho Chi Minh City. Together, these two cities account for over 50 per cent of Vietnam's GDP, marking a significant milestone in the company's nationwide expansion.

KAMEREO has also established a system for daily refrigerated transportation that connects the northern and southern regions of Vietnam. In the future, the company plans to set up logistics and sales operations in various cities in the central region as well.

Recently, KAMEREO has noted a growing demand from customers in cities beyond Ho Chi Minh City and Hanoi. The company is quickly working towards a system that can fully cover all regions of Vietnam.