

Our vision and strategy

Our vision is to be known as the leading Market Expansion Services provider with a focus on Asia. Anyone thinking of growing their business in or with Asia should think of DKSH first. To accomplish this, we drive a strategy for sustainable, profitable and inclusive growth that continuously increases our market share and at the same time helps our business partners expand their business.

The cornerstone of our strategy is the continuous expansion and improvement of our successful business model. We stick to what we do best by doing more of the same, more efficiently. The strategy consists of three main areas that enable us to reach our vision:

Grow existing markets and Business Units

We focus on growing existing markets as well as existing Business Units through expanding the business of our current clients and customers, by rolling out success stories across the region and new business development, complemented with strategic bolt-on acquisitions.

Strengthen service offerings

We continually strengthen and expand our range of service offerings across the entire value chain. To ensure the long-term success of our business partners, we constantly deliver more value-added solutions that give them a competitive advantage.

Increase operational efficiency

We continuously improve the efficiency of our processes. The quality of our services is based on best practices and standards throughout our entire organization. An efficient supply chain coupled with synergies across all Business Units and countries allow us to fulfill the diverse requirements of the businesses we serve.

The DKSH strategy for growth: focus on what we do best and do it ever more efficiently

Focus on existing Business Units

- Focus on existing markets
- Grow existing Business Units organically through business development and multiplying success stories
- Bolt-on acquisitions

Strengthen service offering

- Enhance service and solution competence
- Selectively expand service value chain of Business Units

Increase operational efficiency

- Gain or strengthen dominant market position to use economies of scale
- Realize operational synergies
- Improve operational excellence (standards)

Creating sustainable shareholder value