

Consumer Goods

# Market Expansion Services for Consumer Goods



# Foreword



Long before many of today's companies were created, our founding fathers ventured to Asia to lay the foundations of what is now DKSH. They not only built thriving businesses themselves, they also helped other companies grow and be successful. Nearly 160 years later, this is still the core of our business: we provide a full range of integrated solutions to support our partners' journey of growth.

Business Unit Consumer Goods opens new market opportunities for a range of international and local clients. Companies in fast moving consumer goods rely on our in-depth expertise and unrivalled direct access to a large customer network. We not only handle distribution and logistics, but also provide marketing and sales and other value-added services.

On average, our clients work with us for more than ten years and across four Asian markets. They appreciate our passionate and highly committed specialists, our unparalleled local knowledge and infrastructure, as well as our service-driven business model. Our unique client reports and market research, coupled with our strong financial background, make us a reliable and trustworthy partner for the long run.

**Chris Ritchie**

Head Business Unit Consumer Goods

# DKSH at a Glance

We enrich people's lives by providing access to goods, services, and insights. As the trusted partner for companies looking to grow their business in Asia Pacific, Europe, and North America, we blend Swiss corporate governance and international compliance standards with nearly 160 years of experience.

## Our Business Units:

### Consumer Goods

A leading distributor and market expansion services partner for fast-moving consumer goods, food services, and luxury & lifestyle companies, providing a full range of integrated solutions to support our partners' journey of growth in Asia Pacific.

### Performance Materials

A leading global distributor of specialty chemicals and ingredients for the food and beverage, pharmaceutical, personal care, and specialty chemicals industries, providing a full range of market expansion services to support partners' business growth across Asia Pacific, Europe, and North America.

### Healthcare

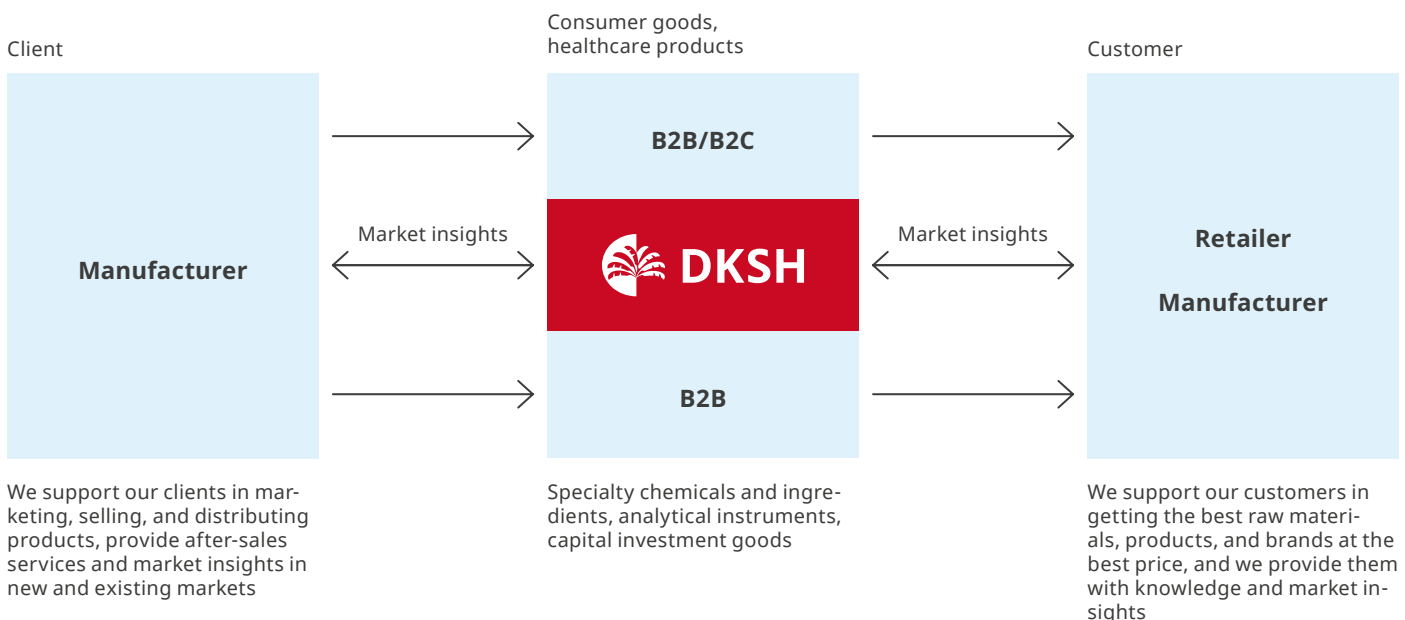
A leading distributor and commercial outsourcing partner of choice for pharmaceutical, OTC, consumer health, and medical device companies, providing partners with a full range of commercial outsourcing and market expansion services in Asia Pacific.

### Technology

A leading global distributor of capital investment goods and analytical instruments, providing a full range of market expansion services to ensure business growth for partners in Asia Pacific.

## Key Dates in Our History

- 1865: three Swiss entrepreneurs sail east to Asia and establish flourishing companies
- 2002: DKSH is born through the merger of Swiss trading houses Diethelm Keller Services Asia and SiberHegner
- 2012: DKSH becomes a publicly listed company on the SIX Swiss Exchange



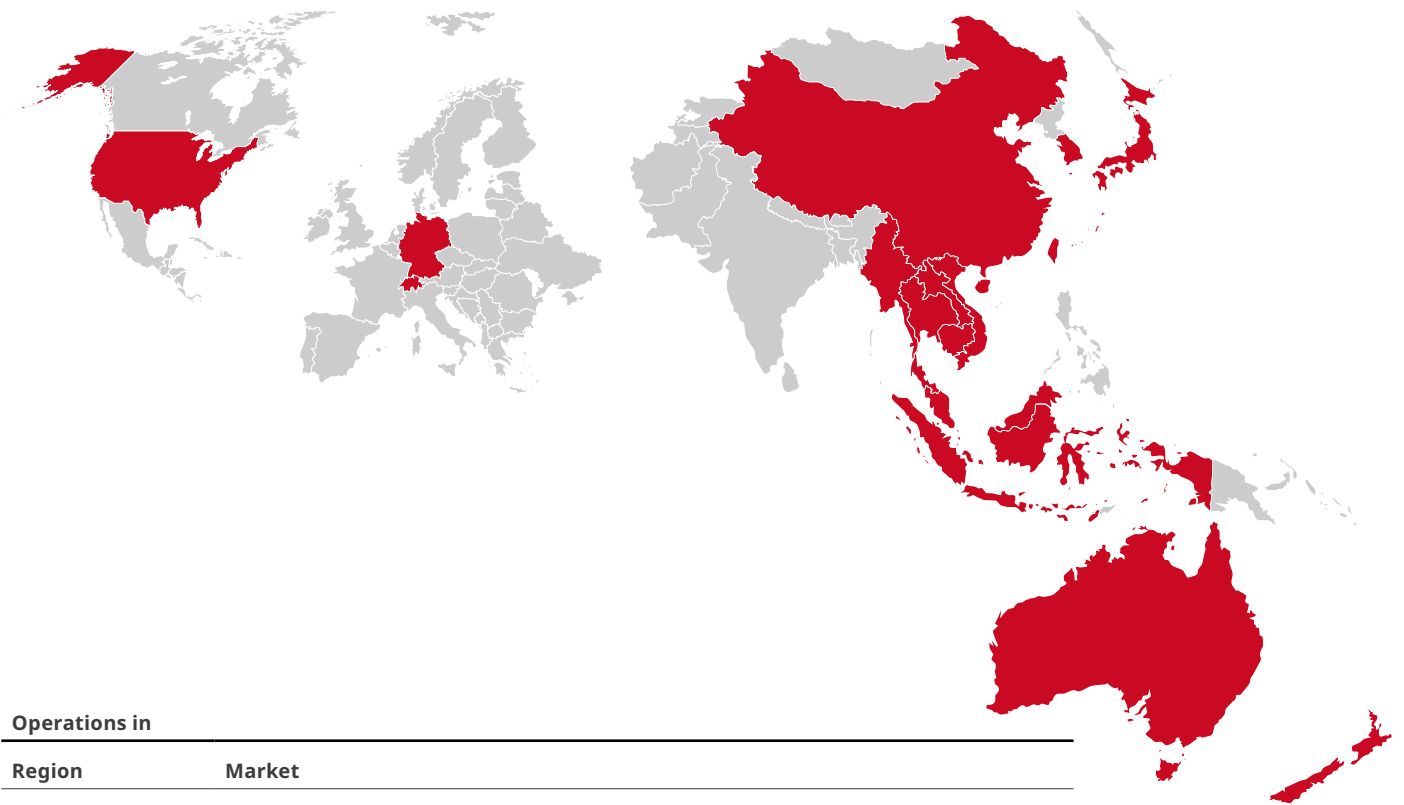
# Consumer Goods

DKSH Consumer Goods is a leading distributor and market expansion services partner for fast-moving consumer goods, food services, and luxury & lifestyle companies.

We provide a full range of integrated solutions to support our partners' journey of growth, including product feasibility studies, registration, importation, customs clearance, sales, marketing and merchandising, warehousing, physical distribution, invoicing, cash collection, and after-sales services. Our local expertise and knowledge, together with our broad infrastructure, enable us to understand our business partners' needs and deliver customized solutions to grow their businesses.

Our Fast Moving Consumer Goods team operates 100 distribution centers in Asia Pacific. Serving hundreds of boutiques, shops-in-shops, and brand counters, the Luxury & Lifestyle team has a proven track record as a brand builder in luxury goods. Our Food Services team caters to the rapidly growing hospitality industry in the region.

We have a proud history of helping multinationals from North America, Europe, and Asia Pacific. Consumer Goods companies with no or limited presence in Asia Pacific work with DKSH to open up business opportunities in markets. Large companies with an established presence in the region typically select DKSH as a partner to outsource specific services or even the entire business to.



## Operations in

Region	Market
South East Asia	Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand
North Asia, Pacific	Australia, China, Guam, Hong Kong, Japan, Korea, Macau, New Zealand, Saipan, Taiwan
Indochina	Cambodia, Laos, Myanmar, Vietnam
Europe	Germany, Switzerland
North America	USA

# Fast Moving Consumer Goods



DKSH currently works with over 900 global, regional, and local FMCG clients, providing products in 18 categories and over 100 subcategories. The top four categories and subcategories are:

## Food and Snacks

- Cookies, biscuits, and wafers
- Chewing gum
- Chocolate
- Salty snacks
- Savoury snacks
- Nuts and seeds
- Sugar confectionery
- Ice cream
- Butter and spreads
- Condiments/seasoning
- Dairy and cheese
- Edible oil
- Frozen and chilled groceries
- Grains and cereal
- Meals and soups
- Plant-based foods

## Nutrition & Consumer Health

- Infant formula and nutrition
- Vitamins and supplements
- Bandages and wound care
- Digestive health
- Herbal traditional
- Herbal lozenges
- Weight and health management

## Beverages

- Carbonates
- Coffee and tea
- Dairy and non-dairy alternatives
- Drinking water
- Fruit and vegetable juice
- Functional and energy drinks
- Powdered and RTD beverages

## Family & Home

- Air care
- Car care
- Household cleaning
- Insecticide
- Laundry care
- Pet care
- Tissue and paper
- Toys

## Personal Care

- Baby care
- Face and Skin care
- Cosmetics
- Deodorants
- Hair care
- Oral care
- Personal hygiene

# Our Service Offering

## One-Stop-Shop for Integrated Solutions

DKSH is the one-stop-shop for consumer goods companies looking to grow their business in Asia Pacific:

- **Market entry:** We use our in-depth market knowledge and insight to open up new markets for your products
- **Demand creation, distribution, and fulfillment:** Our marketing and sales teams use their strong relationships with the channel to create demand for your product at every stage of its life cycle. We deliver your product to more channels through our capillary distribution network of unique scope and depth. Our facilities and fleet are professionally managed and subject to the most stringent international quality requirements, notably ISO 9001, ISO 13485, Good Manufacturing Practice (GMP), and Good Distribution Practice (GDP). We go the extra mile to not only market, sell, and deliver your product, but to also fulfill the sales order process including after sales.
- **Activation and Measurement:** We have the capability to turn shoppers into buyers by developing engaging activities for customers in both modern and traditional trade. Our experts use digital tools to continuously measure impacts and fine-tune strategies where necessary.

## Our Specialized Services Include:

- **Regulatory consultancy:** We provide registration and regulatory consulting services for food supplements, cosmetics, and healthcare products and devices. Our regulatory affairs experts maintain ongoing liaisons with regulatory authorities, manage our clients' dossiers, process a large number of marketing authorizations on behalf of our clients, and safeguard their interests.
- **Digital market expansion:** We help clients fulfill their omni-channel strategies through a compelling package of digital solutions such as online channel management, a digital platform for customer management, and a range of other digital services.

## Our Service Offering

Market entry	<ul style="list-style-type: none"> <li>• Market research and competitor analysis</li> <li>• Registration</li> <li>• Importation and customs clearance</li> </ul>	
Demand creation	<ul style="list-style-type: none"> <li>• Sales and marketing teams</li> <li>• Staff hosting</li> <li>• Brand management</li> <li>• Promotion management</li> </ul>	<ul style="list-style-type: none"> <li>• Category management</li> <li>• Media relations</li> <li>• Key account management</li> </ul>
Distribution	<ul style="list-style-type: none"> <li>• Warehousing</li> <li>• Transportation</li> <li>• Inventory management</li> <li>• Order fulfillment/delivery</li> <li>• Return management</li> </ul>	<ul style="list-style-type: none"> <li>• Order taking or processing</li> <li>• Redressing</li> <li>• Forward and reverse logistics</li> <li>• Special delivery</li> <li>• Consignment inventory management</li> </ul>
Fulfillment	<ul style="list-style-type: none"> <li>• Credit control, invoicing and collection</li> </ul>	
Activation	<ul style="list-style-type: none"> <li>• Trade marketing</li> <li>• Field marketing</li> </ul>	
Measurement	<ul style="list-style-type: none"> <li>• Market insights</li> <li>• Measurement surveys</li> </ul>	



# Why Work With DKSH in Consumer Goods

## Access Nearly 160 Years of Market Knowledge

Because of our extensive history in the region, we are deeply rooted in communities throughout Asia Pacific and have established a vast network of relationships and access to key stakeholders. Our in-depth knowledge of local markets and pan-Asian reach allow us to provide regional solutions for clients by duplicating success across markets.

By connecting with our well-established local network, clients can exploit the full potential of their target market without having to invest in fixed local infrastructure, thereby minimizing risk.

## Best People in the Industry

People are the most valuable asset we have. We employ the best professionals in all areas of the consumer goods industry. Just like the founders of DKSH, our experts share a pioneering spirit and are passionate to drive growth. At the same time, we take charge and are accountable for our actions and outcomes. Clearly defined team roles and processes further ensure that clients get tangible results from the start. Coupled with our strong financial background and high requirements for compliance, transparency, and reporting, our people make us a reliable and trustworthy partner.

## Network of Unique Scope and Depth

No other company has direct access to as many customers in Asia Pacific as DKSH. Thanks to our strong local presence and network of distribution centers, we cover the modern and traditional trade channels, from hypermarkets, supermarkets, convenience stores and mom-and-pop-stores, to the medical channel and specialty stores.

Our strong relationships with customers allow us to gain greater insight and to stay on top of what is happening to our client's business. We work directly with customers to track performance and conduct in-store marketing activities to drive sales.

## Direct Access to a Wide Range of Customers



### Modern trade

- Hyper- and supermarkets
- Chain convenience stores
- Chain pharmacies and personal care stores

### Traditional trade

- Mom-and-pop stores
- Independent pharmacies and personal care stores
- Traditional medicine stores

### Other channels

- Wholesalers, distributors, dealers
- Van sales
- HORECA and food services

### Speciality channels

- Hair salons
- Hair and beauty institutes
- Esthetic salons
- Luxurious spas
- Five-star hotels
- Upmarket department stores
- Prime shopping malls

### eCommerce

- brand.com
- e-retailers
- e-resellers
- Marketplaces





### Turning Shoppers Into Buyers Through Field Marketing

Our service takes your product beyond the doors of the retailers and into the hands of consumers. We continuously invest in our field marketing and category management expertise to turn shoppers into buyers. In 2009, DKSH set up a joint venture with the Smollan Group, a strong and acknowledged global expert in the area of field marketing and merchandising. Under the entity DKSH Smollan, we focus on delivering excellence in operational execution in the field to drive market share and expand your business. Digital mobile field marketing solutions help our strong field force to work effectively.



### Robust IT Systems

We gain further efficiency through operating one of the largest SAP platforms in Asia, which connects all of our markets. We also regularly develop tailor-made in-house IT solutions to connect our business partners' systems with our own. Clients can furthermore get access to market insight platforms to make well-informed decisions.

DKSH's IT platform forms the backbone of our operations. We apply above-industry standards for network and data operations to handle 21.8 million transactions per year. Sophisticated business continuity and disaster recovery plans are in place for unforeseen events.



### Dedicated to Quality

Our highly-trained and certified employees work with documented SOPs to protect the quality of our clients' products. In addition, our quality specialists across the region are authorized to make decisions independently from the supply chain. This separation ensures that no conflicts of interest occur.

Our facilities are subject to the most stringent international quality requirements, notably including ISO 9001, proving our ability to consistently provide high-quality services that meet client, customer, and regulatory requirements.

We conduct numerous internal and external audits, and welcome clients to audit our facilities.

DKSH Holding Ltd.  
P.O. Box 888  
Wiesenstrasse 8  
8034 Zurich  
Switzerland

[fmcg@dksh.com](mailto:fmcg@dksh.com)  
[www.dksh.com](http://www.dksh.com)

Edition 2023

