

Trade show announcement

Planning to expand into Asian markets? Meet DKSH Business Unit Technology at Analytica 2018!

DKSH, a leading Market Expansion Services provider, will exhibit at Analytica to meet European SMEs and multinationals in the scientific instrumentation segment in Munich, Germany.

Zurich, Switzerland, February 28, 2018 – DKSH's Business Unit Technology, a leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, will exhibit at Analytica Germany to meet European SMEs and multinationals in the scientific instrumentation segment. The exhibition will be held at Messe München, Munich, Germany from April 10 to 13. DKSH's stand will be at Hall B2, Stand 112.

Many western companies realize that while Asian markets offer huge opportunities, they also come with great challenges. Common issues when expanding to Asia include high capital investments for setting up their own organization, missing service networks, a lack of understanding of local customs and practices, underestimating the complexity of imports and logistics and a lack of scale for target market coverage. Moreover, cultural, political and regulatory differences in Asian countries further increase operational risks.

DKSH has helped many well-known companies of laboratory equipment and manufacturers of analytical devices to grow and enter the world's most promising regions. As a total solution provider in the field of scientific instrumentation, deeply rooted in local economies, we have successfully supported our business partners to grow in new and existing markets within Asia and Oceania. Our footprint covers Australia, Cambodia, China and Hong Kong, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.

Hanno Elbraechter, Head Business Unit Technology, DKSH, stated: "DKSH is rooted in the market for more than 150 years. We believe that with our unparalleled local knowledge, high level of sales and service professionalism, industry expertise and synergized regional endeavors, we are well positioned to help companies who are ready to enter and grow the Asian market."

At DKSH, we provide integrated and tailored services based on our clients' business requirements. These include:

- Marketing and sales
- After-sales services
- Customer seminars, trainings
- Demo rooms and application labs
- Application engineering
- State-of-the-art cloud-based CRM and reporting system
- Regional approach to exploit synergies
- Structured sales and business development
- Market intelligence
- High levels of compliance and ethical standards

Find out more about DKSH: <http://bit.ly/2meXHda>

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

Think Asia. Think DKSH.

DKSH Business Unit Technology is the leading provider of Market Expansion Services covering a broad range of capital investment goods and analytical instruments. The Business Unit offers total solutions in the areas of infrastructure, industrial materials and supplies, precision- and textile machinery, semiconductor, photovoltaic and electronics, agriculture, hospitality as well as specialized industrial applications. The service portfolio includes product sourcing, market entry consultancy, marketing, sales, application engineering and after-sales services like installations, maintenance and repairs. With 80 business locations in 18 countries and around 1,360 specialized staff, including 500 service engineers, Business Unit Technology generated net sales of CHF 385.4 million in 2016.

For further information please contact:

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