

Media release

## **DKSH opens first experience lab for coffee and food equipment in China**

**With a fast-evolving coffee and food industry in China, DKSH Technology opens a new experience space in Shanghai to showcase a portfolio of innovative hospitality equipment to its customers.**

Shanghai, China, September 27, 2018 – DKSH's Business Unit Technology, a leading Market Expansion Services provider for hospitality equipment, has opened its first experience lab in Shanghai, China. The space showcases a variety of coffee and food equipment from several DKSH partners and makes this tangible to DKSH's customers in the hospitality industry in China, including coffee chains, quick service restaurants (QSR), hotels, restaurants and convenience stores.

All devices are fully functional and, in their entirety, allow customers to think, build, innovate and work through complete production processes from their store operations – in the lab. DKSH now offers on-site product trials, process setting, live comparisons, data analytics of connected equipment or recipe development to its customers. Supported by its own team of expert baristas and chefs as well as external trainers, the hospitality lab furthermore is a space to comfortably conduct in-depth trainings and workshops in a well-designed atmosphere.

Oliver Hammel, Managing Director, Business Unit Technology, DKSH China stated: "Today's hospitality industry in China is extremely dynamic and progressive. We are proud to have this new space in downtown Shanghai, allowing us to work even closer with our customers and gaining further insights into their fast-evolving needs. It allows DKSH to stay on top of the trends and to further improve the market knowledge. I strongly believe it will strengthen DKSH's position as a strategic partner for hospitality innovation in the future."

### **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 825 business locations in 37 markets – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017. 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.

**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 75 business locations in 18 markets and around 1,250 specialized staff, including 500 service engineers, Business Unit Technology generated net sales of CHF 404.2 million in 2017.

**For further information please contact:**

**DKSH (Shanghai) Ltd.**

Penny Gu

Assistant Manager

Branding and Communications

Phone +86 21 5058 8241

[penny.gu@dksh.com](mailto:penny.gu@dksh.com)

**Think Asia. Think DKSH.**

**DKSH Business Unit Technology**

Irene Chen

Group Communications Manager

Business Unit Technology

Phone + 886 2 8752 7611

[irene.yr.chen@dksh.com](mailto:irene.yr.chen@dksh.com)