

Media release

## **DKSH and Novasina extend their partnership to South Korea, Australia and New Zealand**

**DKSH, the leading Market Expansion Services provider with a focus on Asia and Novasina, a Swiss precision instrument specialist, extend their partnership to Korea, Australia and New Zealand following outstanding sales in Japan and China.**

Zurich, February 16, 2015 – Following impressive sales of Novasina's water activity measurement equipment in China and Japan by DKSH's Business Unit Technology, the companies have agreed to expand their successful collaboration to South Korea, Australia and New Zealand. Novasina and DKSH have been working together for more than 20 years.

The partnership with Novasina is another excellent example of how DKSH leverages its extensive network in Asia to provide its clients with Market Expansion Services across multiple countries and how the company rolls out success stories from country to country.

Novasina's measurement equipment is used to determine the quality and safety of various kinds of food, pharmaceutical and cosmetic products by measuring their water activity. Water activity measurement is vital for predicting product safety and quality with respect to microbial growth, chemical and biochemical reaction rates and physical properties.

Moritz Haensli, CEO of Novasina, commented: "We are proud to extend our cooperation with DKSH to new growing countries with strategic importance for Novasina. This offers us a great opportunity to transfer the well proven partnership on new territories. Considering our excellent results in Japan and China, we are very confident to succeed in these new markets as well."

Hanno Elbraechter, Head Business Unit Technology at DKSH, stated: "We are delighted to further expand this successful partnership. The unique technological features of Novasina's solutions, coupled with DKSH's strong local network in markets with increased demand for highquality food testing, is the ideal combination for the introduction of Novasina's water activity analysis standards in these challenging markets."

### **About Novasina**

Since its establishment more than 50 years ago, the measuring instrument manufacturer Novasina has specialized in the accurate measuring of air and material humidity. Highly accurate humidity measurement is among the company's core competencies and forms an important pillar of Novasina's success. Novasina measuring devices work with a unique sensor technology with an outstanding performance. They are mainly used for detecting air and material humidity and are best suited to industrial applications as well as to R&D and quality control laboratories.

### **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 March 2012, DKSH is a global company headquartered in Zurich. With 735 business locations in 35 countries – 710 of them in Asia – and 27,200 specialized staff, DKSH generated net sales of CHF 9.6 billion in 2013.

**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,

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application engineering and after-sales services like installations, maintenance and repairs. With 85 business locations in 17 countries and around 1,250 specialized staff, including 450 service engineers, Business Unit Technology generated net sales of CHF 360 million in 2013.

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