



Media release

DKSH starts strategic partnership with VELP Scientifica to enter the Thai laboratory market

DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed an agreement with VELP Scientifica, a global manufacturer of analytical instruments, to market and distribute the company's products in the laboratory instrument sector in Thailand.

Bangkok, Thailand, March 9, 2015 – DKSH Business Unit Technology, the leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, has been appointed as the exclusive partner for VELP's analytical instruments in Thailand. DKSH provides in-depth marketing and sales competence, logistics, distribution and after-sales services for VELP's products in laboratories across Thailand.

VELP Scientifica, headquartered in Italy, is a reliable partner to develop instruments and advanced analytical solutions for laboratories, universities, research centers and private companies involved in scientific research. Every product is designed, developed and manufactured with the know-how gained over 30 years of experience.

"We are very excited about the partnership with DKSH in Thailand which is one of our fastest growing markets. VELP's extensive portfolio of highquality stirring solutions and the strong local presence of DKSH represent a solid basis for a steady, profitable growth of both companies. VELP and DKSH have experienced technical departments and efficient operations in common, the resulting partnership is well founded to offer genuine "value for money" solutions to the end user," declared Giovanni Passoni, CEO, VELP Scientifica.

"DKSH is the leading Market Expansion Services provider in Asia for scientific instrumentation with an extensive market coverage, state-of-the-art demo centers and highly skilled application engineers. VELP Scientific and our Business Unit Technology are an ideal strategic fit. With VELP's strength of instrument innovation and DKSH's distribution network, we are confident that this partnership will lead to sustainable, profitable growth of VELP's business in Thailand," commented Hanno Elbraechter, Head of Business Unit Technology, DKSH.

The agreement will further strengthen DKSH's market position in the region while bringing innovative analytical instruments to the market.

About VELP Scientifica

Established in 1983, VELP Scientifica is today a leading provider of analytical instruments and solutions that have made an impact on the world-wide market with Italian products renowned for innovation, style and premium materials. VELP, a leader in the sector of laboratory instruments, offers four diversified business categories: food & feed line, environment line, stirring line and other lab equipment. Velp Scientifica is the ideal choice for laboratories, universities, research centers and companies involved in scientific research wishing to develop and/or enhance advanced analytical solutions to suit their specific needs. VELP Scientifica owes its success to a rich patrimony of ideas, conspicuous investments in R&D and ongoing technological development aimed at maximizing productivity and product differentiation and reducing the time-to-market.

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.

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 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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