

Media release

DKSH strengthens field marketing capabilities in Vietnam

DKSH, the leading Market Expansion Services provider with a focus on Asia, has widened its field marketing services to include the modern trade channels in Vietnam.

Ho Chi Minh City, Vietnam, November 22, 2016 – DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for Fast Moving Consumer Goods, has expanded its service portfolio by now also offering field marketing services in the growing modern trade channels including supermarkets and hypermarkets. Starting in Ho Chi Minh City, the new service is planned for national rollout in the near future. DKSH has offered field marketing in the traditional trade channels in Vietnam for some time now.

As an extension of DKSH's comprehensive portfolio of services, DKSH Smollan Field Marketing (DSFM), a joint venture between DKSH and retail solutions company Smollan, is responsible for delivering advanced field marketing services. Beyond order facilitation and merchandising, field marketing activities include shopper engagement and activation services such as in-store and outdoor sampling, push-sales promoters, product detailing, event management and visual designs. DSFM's field marketers are supported by the mobile SMART technology giving clients and customers access to near real-time data insights.

"While traditional trade continues to play an important role in Vietnam, consumers are also increasingly shopping in modern trade outlets. Expanding our field marketing services into modern trade channels is part of DKSH's ongoing efforts to service excellence. Our clients and customers will greatly benefit from a well-trained field marketing team that is dedicated to driving sales," said Dennis Foo, Vice President, Business Unit Consumer Goods, DKSH Vietnam.

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 770 business locations in 36 countries – 740 of them in Asia – and 28,300 specialized staff, DKSH generated net sales of CHF 10.1 billion in 2015. 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.

About DSFM

DKSH Smollan Field Marketing (DSFM) is a joint venture between DKSH and Smollan, established six years ago in Malaysia, that has expanded to many other markets in Asia. The joint venture centers on advancing the current merchandising solutions offered by DKSH into a more comprehensive retail solutions offering. DSFM was established in Malaysia in 2009 and has grown into a regional organization with over 3,500 dedicated field sales and retail execution experts across Malaysia, Myanmar, Singapore, Taiwan, Thailand and Vietnam.

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