

Media release

DKSH Vietnam donates every step it takes to social sustainability

DKSH Vietnam launched “Step up!”, a dynamic incentive campaign, that encourages its employees to increase their physical activity and to care for the less fortunate. The initiative’s goal is to challenge all participants to take at least 4,000 steps a day to establish and maintain a healthier lifestyle, while contributing to the local community.

Ho Chi Minh City, December 23, 2019 – DKSH Vietnam, in collaboration with Cummins DKSH Vietnam (CDV) and DKSH Smollan Field Marketing (DKSH Smollan), launched “Step up!”, a dynamic incentive campaign, aiming at transforming its corporate culture into a health-conscious, wellness-oriented environment. With this campaign, DKSH also underlines its engagement for the less fortunate: each time a participant reached 4,000 steps within a day, an amount of money was donated to sponsor its sustainability efforts with this healthcare activity.

Thanks to total 6,483,967 steps taken during the campaign, DKSH’s volunteers and medical specialists of the University Medical Center in Ho Chi Minh City supported the medical diagnosis and examination process, delivering medicine and gifts to 500 socially disadvantaged groups in Long Tam Ward, in the Ba Ria Vung Tau Province.

As a Swiss company deeply rooted in Asia for more than 150 years, being a responsible corporate citizen has always been part of the DKSH mindset. As a Market Expansion Services provider, the company’s business is built on integrity, trust and reliability. These values are engrained in DKSH’s culture and are an integral part of its unique selling proposition. DKSH cares about the health and safety of its employees and contractors and DKSH also participate in health-related community engagement activities.

“Besides promoting healthier and more sustainable lives among our employees, a strong commitment to the local communities we operate in has always been a crucial part of our business,” Jorge Martin-Martinez, Vice President Finance Indochina and Head Country Management, DKSH Vietnam, commented: “DKSH aims to contribute to a healthier community. “Step up!” gives our employees the opportunity to improve their health and donate to a cause that is meaningful to them. It enables us to build awareness of mental and physical health, reduce syndromes related to office illness and most importantly, to invest our efforts to provide good health for all.”

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH’s portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its strong Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific.

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