

Global Market Expansion Services for technical systems and applications





Market Expansion Services: dedicated to growing business in Asia

We help companies to grow their business in new and existing markets. We expand their access to knowledge, their sourcing base, their revenue opportunities and their market shares. Providing business partners with a comprehensive package of services to reach their individual goals is what we call Market Expansion Services.

Your strategic partner

DKSH is a major Swiss company and the world leader in Market Expansion Services with a focus on Asia. Our four Business Units – Consumer Goods, Healthcare, Performance Materials and Technology – operate worldwide through an extensive network of experts. Swiss stability underpinned

by a strong balance sheet has helped us gain our global reputation as a strong, reliable, and long-term partner.

We offer a comprehensive range of services along the entire value chain: from sourcing, marketing and sales to distribution and after-sales services. Our business partners benefit from our long-standing relationships, local knowledge, and on-the-ground logistics. As a strategic partner, we safeguard the business of our partners while always sharing our unique market insights. It is our aim to be a trusted link between suppliers and customers, taking care of the products of our business partners as if they were our own.

Business Unit Technology

DKSH's Business Unit Technology is a leading provider of Market Expansion Services covering a broad range of cutting-edge technical systems and applications. The Business Unit caters to industries including manufacturing and production, energy, research, advanced metals, food and beverage, and infrastructure. As part of the global DKSH network, Technology offers its suppliers market entry assistance, customized business strategy solutions, strategic sales representation, and professional after-sales services.

The best of both worlds – yours and ours

Experience and networks

DKSH has done business in and with Asia for nearly 150 years. We are truly at home in Asia, where we have become an integral part of many local business environments. And we are no strangers to the rest of the world either: DKSH operates in 35 countries, with 590 business locations in Asia and 20 in Europe and the Americas, and employing over 22,500 specialized staff from 56 nations.

Integrating diverse services

We bridge the markets of Europe, Asia, and the Americas and have the ability to adapt to the businesses we serve in any local market. The diversity of industries DKSH is involved in is matched only by the range

of services we perform: from sourcing raw materials to setting up and running flagship stores for luxury consumer brands, and from feasibility studies and product development to the many facets of marketing.




Our more than 180 state-of-the-art distribution centers work with the largest SAP Business Warehouse application in Asia to help execute, track, and analyze hundreds of thousands of business transactions every day. The detailed information we gain from this process contributes to the expert knowledge that we use to provide strategic advice to our business partners. Offering all these diverse services from a single source is another important aspect of what we call Market Expansion Services.

Experts and entrepreneurs

In order to provide deep industry expertise for these many fields of business, we are not only organized into four Business Units, but are further specialized into Business Lines and Product Groups, maintaining the hands-on and entrepreneurial style of business our company was founded on. DKSH provides a balance between specialist knowledge of our partners' industries and a practical business approach that efficiently gets things done

DKSH Group

Facts as of December 31, 2010

Transaction Value: CHF 10 billion	
Net Sales: CHF 7.3 billion	
Over 22,500 specialized staff representing 56 nationalities	
Operations in 35 countries	
590 business locations in Asia Pacific	
20 business locations in Europe and the Americas	
Network of more than 5,500 suppliers and over 550,000 customers	
Over 180 state-of-the-art distribution centers	
Largest SAP Business Warehouse application in Asia	



DKSH Technology

What we do

DKSH Technology is a leading provider of Market Expansion Services, offering technical solutions for industries including manufacturing and production, energy, research, advanced metals, food and beverage, and infrastructure. In 2010, the Business Unit achieved a Transaction Value of CHF 558 million.

Experts and professionals

With 89 business locations in 17 countries and 1,200 specialized staff, 450 of whom are service engineers, Business Unit Technology serves a customer base of 5,000 companies in Asia. Our global network and deep local experience are complemented by our knowledge of local regulations and

market situations giving us a unique marketing advantage. Top-quality service and after-sales support are priorities, along with increased competitiveness and minimized risk across the supply chain. We cater to businesses of all sizes, effectively bridging east and west and helping our partners to expand into new markets.

Insight drives business

Our business partners benefit from our global IT platform that sets industry standards and generates transparent tailor-made reporting as well as technical support and training. DKSH Technology's market insight is the ideal bridge between suppliers and customers. From these insights comes the ability to globally connect the best

partner with the most appropriate solution for every supplier and customer. With the global cross-industry networks and the solid financial base of the DKSH Group, we offer individual services or packages uniquely designed to minimize risks when expanding into foreign markets. Market Expansion Services from DKSH help create success now – and make it last.



Business Unit Technology

Facts as of December 31, 2010



Transaction Value:
CHF 558 million



Net Sales:
CHF 390 million



1,200 specialized staff



Over 450 service engineers



Operations in 17 countries



87 business locations in
Asia Pacific



2 business locations in Europe



Network of more than 700 suppliers
and 5,000 customers



20 test and application laboratories
and showrooms worldwide

Our reach across industries and geographies



We have been at home in Asia for nearly 150 years, reliably safeguarding the interests of our business partners. Because of our long history in the region, we are deeply rooted in many communities throughout Asia and have established a vast network of business and personal relationships.

Business Unit Technology is proficient across various industries and serves a broad customer base of 5,000 companies in Asia through eight specialized Business Lines. DKSH's global network and our extensive reach across Asia put us well ahead of the competition. We operate as a trusted link between suppliers and customers in Asia, Europe, and North America, providing suppliers market access through our own strong sales organization. By working with customers across 17 countries, Business Unit Technology offers countless opportunities for suppliers to expand their markets.

Business Lines

Industry
Machine Tools
Coating Equipment
Industrial Supplies
Material Handling Systems
Manufacturing Systems
Printing Machinery
Environmental Technology Solutions
Electronics
Wood Processing Machinery

Infrastructure
Mining & Quarrying Equipment
Construction & Earthmoving Equipment
Transport & Lifting Equipment

Energy

Generators
Engines
Electrical Systems & Solutions
Photovoltaics
Hybrid Power Solutions

Sourcing

Product Sourcing

Food & Beverage

Restaurant & Hotel Equipment
Food Processing Systems
Packaging Machinery
Agricultural Equipment

Research

Analytical Instruments
Life Science Equipment
Surveying Equipment

Advanced Metals

Titanium
High-Performance Metals
Metal Powder

Service

Preventive Maintenance
Emergency Service
Extended Warranty Service
Installation & Commissioning
Calibration
Overhaul & Refurbishment

Our locations at a glance

	Sales offices	Sourcing offices	Laboratories*/showrooms
Asia Pacific			
Australia	5		
Cambodia	2		
China	36	1	1
Hong Kong	1		4
Japan	4		3
Korea	1		
Laos	1		
Malaysia	1		1
Myanmar	1		
New Zealand	1		
Philippines	1		2
Singapore	1		1
Taiwan	5	1	2
Thailand	7		3
Vietnam	3		3
Europe			
France	1		
Switzerland	1	1	
Total	72	3	20

* Used for sample testing, testing method development, user training, demonstration, and calibration

A broad service portfolio



It is DKSH Technology's primary objective to maximize growth opportunities for our business partners. In order to achieve this, we follow a carefully constructed strategy for growth, designed to ensure the continuous expansion of our service portfolio for the benefit of all our business partners.

We provide our business partners with a comprehensive package of integrated services along the entire value chain, enabling them to reach their individual growth targets. Almost 150 years of doing business in and with Asia have brought about DKSH's extensive networks and market expertise, making us the specialist on Asia our busi-

ness partners can rely on. By outsourcing their Asian activities to us, they can expand their businesses while focusing on their core competencies.

Simply stated, Business Unit Technology offers the following services:

- We customize our suppliers' business strategies to local markets
- We assist them with entering new markets
- We expand their market presence through strategic sales
- We provide professional after-sales services to improve customer loyalty

Adding value

What makes working with DKSH Technology special is that we strive to develop relationships that add value beyond the product or service provided. Because of our deep industry expertise we are uniquely qualified to truly understand the

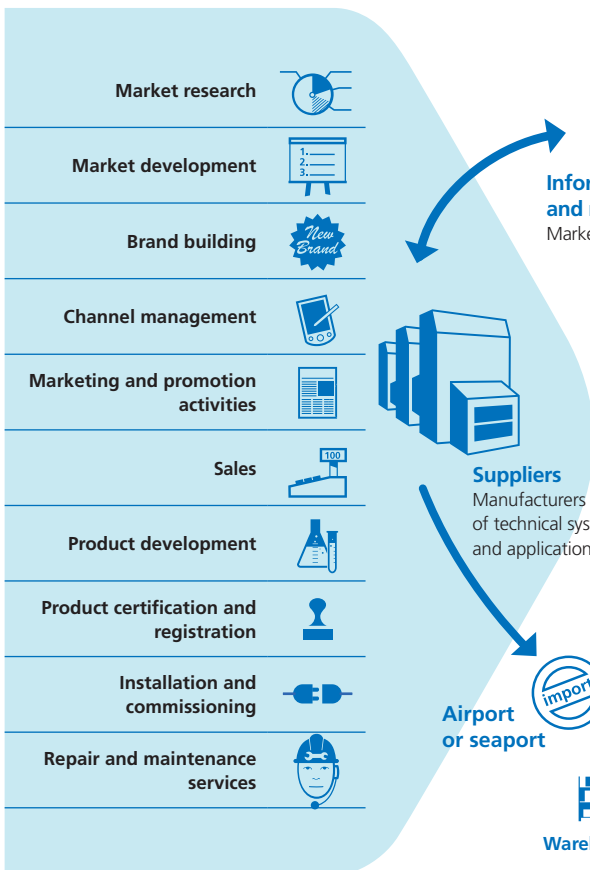
needs of our business partners and to create solutions that deliver results.

Continued growth

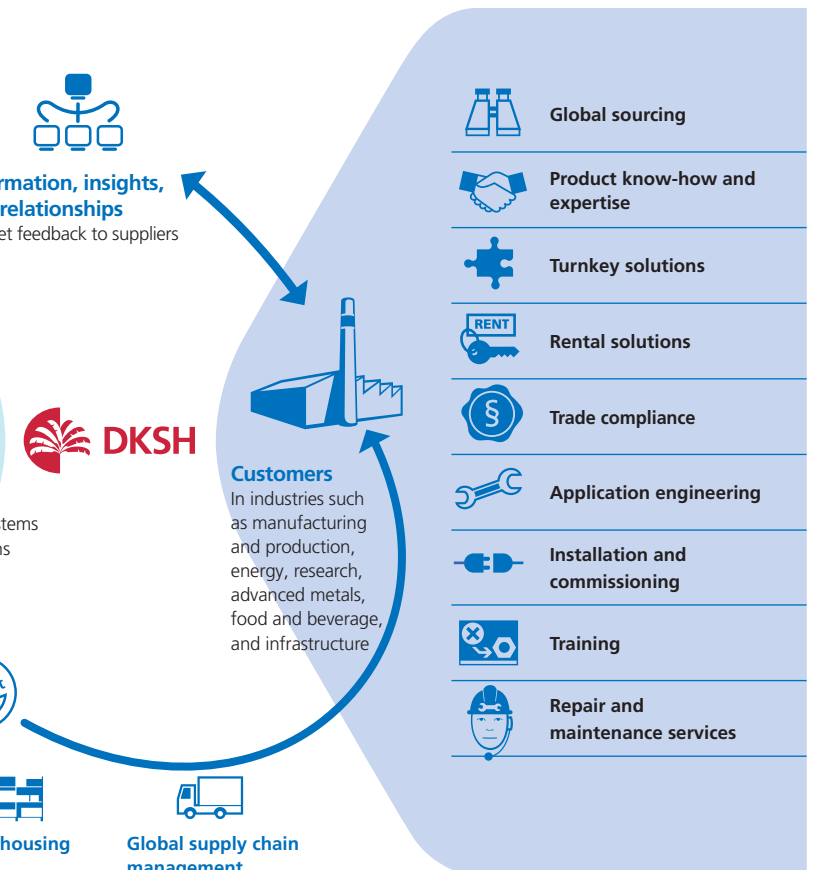
We are constantly working to further extend our comprehensive network across all business areas both through organic

growth and strategic acquisitions, thereby enhancing our market penetration. At the same time, we are steadily increasing our portfolio of suppliers, especially in Europe and the USA, with inner-Asia trading also denoting a growing trend.

Services for suppliers



Services for customers



Information, insights, and relationships
Market feedback to suppliers



Airport or seaport

Warehousing

Global supply chain management

Customizing your Asian business strategy





Unique strategies for unique products

Why do European business strategies not work in Asia? What is the most effective way to sustainably position a certain product? Our highly educated and experienced business development experts have the answers to your questions. We combine strategic thinking and market insights with a proactive problem-solving approach and a total commitment to helping our business partners grow.

As a multicultural team, we understand both the expectations of non-local suppliers as well as local purchasing behaviors.

This know-how enables us to develop customized strategies for every supplier, using world-class practices that are continuously being expanded and updated.

Because our people intimately know the Asian markets and actively gather the latest market intelligence and industry contacts, you can trust their professional expertise in every aspect of business development strategy: from market segmentation to product positioning, from messaging to promotion and beyond.

Sharing success: in-depth analysis leads to sales boost in Asia

An in-depth analysis of a manufacturer's agency cost base in Asia led to the outsourcing of their sales and after-sales services to DKSH – with remarkable results.

Challenge

Oerlikon Systems is a global provider of production equipment for the semiconductor, data storage, and nanotechnology industries. A joint analysis conducted with DKSH revealed that Oerlikon Systems' cost base in Taiwan and China was uncompetitive and that access to DKSH's effective local organization would help drive sales much faster.

Approach

Oerlikon Systems asked DKSH to take over their sales and service organizations in Taiwan and China, combining DKSH's scalable business platform (HR, finance, and IT) with the expertise of their local teams. The whole process, which included setting up new offices in Taiwan and Shanghai, was concluded within just two months.

Result

The results were immediate and impressive: major equipment sales, substantial long-term maintenance contracts, and orders which are continuing to roll in. Thanks to DKSH's local sales teams, superior administrative support, as well as service and marketing capabilities, Oerlikon Systems gained a greater market share and was back on course for profitable growth in Asia.

Opening doors to Asia's fast-growing markets



We provide market entry

Our suppliers are leaders in their field and manufacture technology products that are globally competitive. To grow their business, they look to Asia's dynamic markets.

When expanding into these new markets, our partners need first-class guides. DKSH Technology stands ready to help them expand their business in new and existing markets.

Bridging cultures is a business principle for us. We speak and understand the language of all those we do business with. We are a trustworthy partner who opens doors and provides a foothold in new markets. In addition, we have solid knowledge of all applicable regulatory, administrative, and cultural aspects.

Deeply rooted in Asian markets

DKSH has unparalleled knowledge of the markets in Asia. Because we have been representing European companies for close to 150 years, we have first-hand experience of all the challenges our suppliers and customers face.

We know that the first step is to gain clear insights into the local markets and have set up dedicated research teams in every country to conduct customized market studies. Thanks to our strong network of local business partners, we analyze markets using reliable and credible techniques.

Sharing success: opening up a vast new market for our partners

Developing a market requires a multilevel effort, asking the right questions, and having the expertise to recognize the most appropriate solutions to meet customer needs. By identifying market potential and introducing new technologies, DKSH opens up new business opportunities for suppliers and customers alike.

Challenge

In the 1990s, the Chinese market for gear manufacturing machinery for automotive, ship-building, and manufacturing applications was still in the infant stage. The challenge was to create awareness for the existence and availability of our supplier Klingelberg's technology and to devise service and training schemes that convinced prospective customers to purchase and deploy the machinery.

Approach

Our excellent track record in the machine tools segment in China won us the trust of suppliers when it came to gear manufacturing. By engaging in constant marketing activities, we achieved high awareness of the technology and its possibilities. Taking into account the particularities of the Chinese market and Chinese customers, our highly trained sales staff created unique selling propositions, while our service specialists handled preinstallations and service work.

Result

We started with modest yearly sales, but as we gained a reputation for excellent service performance, sales increased exponentially. Today, the Chinese market is one of the world's biggest installation bases for large gear manufacturing machinery, showing DKSH's ability to open up a vast new market with substantial growth potential for our suppliers.

Structured sales and marketing to grow your business in Asia



Professional sales deliver growth

With our impressive footprint in Asia, a highly effective and motivated field sales force, excellent infrastructure, and deep industry expertise, DKSH leverages on world-class technology to manage sales, marketing, and branding activities to boost our business partners' turnover and grow their business.

Close to 150 years of experience of doing business in Asian markets means that we know how to customize marketing and sales activities to match local needs, leveraging all our market knowledge to drive sales success. We draw on our professional and structured sales management approach, extending from sales planning to results tracking, to increase the number of proactive sales calls on our suppliers' behalf and deliver radically improved sales results.

Sharing success: structured sales as key for sustainable success

By employing a structured sales approach based on a customized marketing strategy, DKSH managed to triple Lapp Kabel's sales in Taiwan within one year.

Challenge

German-based Lapp Kabel is a leading producer of cables and conductors for a wide variety of industries. The economic downturn, combined with strong competition from foreign and local manufacturers, convinced Lapp that they needed a much more structured and proactive sales approach in Taiwan.

Approach

DKSH set up a special Lapp team that included a business analyst and marketing specialist along with our sales people. After a comprehensive overview of industry opportunities, we collected key data on potential customers in select industries, with periodic sales reviews using our sophisticated CRM tool.

Result

The new approach proved highly effective. Lapp tripled its sales within a year and, in addition, gained exposure for its brand with 500 new customers. The review of every sales project has also helped Lapp to fine-tune its product offering. It all goes to show: DKSH's structured sales approach and comprehensive sales planning is key to ensure long-term success for our suppliers' products.

Professional after-sales services across Asia



DKSH's outstanding technical expertise and experience enable our suppliers to delegate after-sales services for their products in Asian markets to a single well-established partner. For manufacturers, this approach results in lower operating costs, reduced complexity, and risk, while gaining an excellent level of after-sales services.

Comprehensive support

Our extensive after-sales services and support cover all needs for local repair, preventive maintenance, and spare parts management, as well as on-the-spot training and know-how transfer. With our 24/7 service and extensive geographic coverage, we are where you need us, whenever you need us, for the entire life span of your products. Our highly trained teams of service engineers are dedicated to fast problem resolution and top-quality work. Our world-class service management tools ensure superior service efficiency, quality, and transparency. This is how we keep your equipment at peak performance at all times.

Feedback for new developments

Equipment performance depends greatly on the environment, which varies from country to country and customer to customer. We provide our partners with extensive analysis of the issues customers encounter in local markets, helping them to tailor their products to local needs, and thus boosting sales down the line.

Sharing success: building customer relationships through service excellence

Being a player in a capital goods market dealing with products such as transport and lifting equipment requires service capabilities beyond the ordinary. DKSH's Business Line Infrastructure offers integrated service solutions designed to win the trust of our partners. Building on our existing reputation and relationships, we create long-term relationships with our customers that go from strength to strength.

Challenge

DKSH has been the main provider of yard tractors to the Port Authority of Thailand (PAT), having supplied 170 of PAT's 200 truck units in the course of the past 15 years. In the face of strong competition, our outstanding service capabilities have enabled us to retain our status as preferred supplier.

Approach

When designing our after-sales service scheme for PAT, our excellent relationship with the customer on all levels proved invaluable. Taking into account our customer's feedback, from truck operators to top management, we set up a special PAT service container on-site, offering spare parts and an emergency service on call for all machines in the port to ensure immediate around-the-clock service availability.

Result

Combined with our outstanding service capabilities, our willingness to go the extra mile has assured PAT that DKSH is a partner for the entire life cycle of a product. This has enabled us to maintain a solid and long-term relationship with PAT which has resulted in substantial orders for trucks as well as for spare parts over the years.

Our fields of competency



Business Line Industry

Business Line Industry provides the entire portfolio of Market Expansion Services across several different industries. We offer sourcing and services for products including machine tools, cable and wire processing machinery, recycling and resource processing equipment, printing-related machinery, applications in the microelectronics field, as well as products and services in many other specialized areas. Our highly trained staff, many with academic engineering backgrounds, combine market insight with process development, process engineering, and turnkey engineering capabilities.

Product Groups

- Machine Tools
- Coating Equipment
- Industrial Supplies
- Material Handling Systems
- Manufacturing Systems
- Printing Machinery
- Environmental Technology Solutions
- Electronics
- Wood Processing Machinery

Business Line Energy

Business Line Energy provides the entire portfolio of Market Expansion Services for photovoltaics, cables and connectors, engines, generators, and hybrid power solutions. Our comprehensive portfolio allows us to provide a wide range of solutions, from turnkey lines for photovoltaic factories to emergency power generation for hospitals and mission-critical manufacturing facilities. We offer strong service support and a distribution network at regional, national, and local level, combined with a relationship-focused sales force.

Product Groups

- Generators
- Engines
- Electrical Systems & Solutions
- Photovoltaics
- Hybrid Power Solutions



Business Line Infrastructure

Business Line Infrastructure provides equipment for operating solutions and after-sales services for infrastructure equipment in the fields of construction, mining, quarrying, lifting, and port handling machinery. We offer comprehensive service packages and customized solutions along the entire infrastructure supply chain for customers including road builders, general infrastructure contractors, ports, and depots. Our marketing and sales, design, consulting, engineering, parts stocking, and after-sales services make us a professional and reliable long-term business partner.

Business Line Food & Beverage

Business Line Food & Beverage provides Market Expansion Services for food service, food processing equipment, and agricultural machinery to hotels and restaurants, convenience stores and coffee shops, shopping malls and supermarkets, food manufacturers and fast-food chains, as well as industrial farmers. The main products offered by Business Line Food & Beverage are food processing systems, filling and packaging systems, refrigeration systems, ovens, roasters, fryers and cookers, coffee roasters and coffee machines, meat patty formers, beverage dispensers, as well as grain sorting machinery.

Product Groups

- Mining & Quarrying Equipment
- Construction & Earthmoving Equipment
- Transport & Lifting Equipment

Product Groups

- Restaurant & Hotel Equipment
- Food Processing Systems
- Packaging Machinery
- Agricultural Equipment

Our fields of competency



Business Line Research

Business Line Research offers Market Expansion Services for analytical instruments, life science, and surveying equipment, serving private companies as well as institutions and government agencies all over the world. The Business Line covers the entire service range from sourcing to after-sales services, whether for staple items or niche products. Our specialists have the cross-industry expertise and holistic approach needed to integrate services and products into optimized solutions for our customers.

Product Groups

Analytical Instruments
Life Science Equipment
Surveying Equipment

Business Line Advanced Metals

Business Line Advanced Metals provides Market Expansion Services for high-quality titanium and its alloys, special steel products, metal powder, as well as precision parts and components. In addition, we offer services in the area of toll manufacturing to meet the exact requirements of our business partners. Serving the medical, automotive, aerospace, chemical, and machinery industries, we cover the entire supply chain from sourcing to marketing and sales, as well as logistics. We offer REACH (EU chemical substance compliance) and foreign trade expertise, with intercultural and multilingual skills that bridge Europe and Asia.

Product Groups

Titanium
High-Performance Metals
Metal Powder



Business Line Sourcing

Business Line Sourcing offers Market Expansion Services for European companies by sourcing technology products in Asia. The focus is on hand tools, wood- and metalworking machinery, hardware, and consumables. As a full service contractor, DKSH specifies, sources, inspects, packs, stores, consolidates, and ships to locations worldwide, based on our customers' requirements. Given our extensive network in Asia, our sourcing operations can avoid regulation problems by switching their base to different locations, if warranted.

Business Line Service

Business Line Service aims at establishing a close connection between suppliers and customers in order to achieve maximum service efficiency while helping to improve products and processes. By being responsive and knowledgeable, we increase our suppliers' competitiveness and reduce their risks and costs while giving our customers peace of mind. Well managed, hands-on, and with a comprehensive network, our customer-oriented service organization creates added value for customers.

Product Groups

Product Sourcing

Product Groups

- Preventive Maintenance
- Emergency Service
- Extended Warranty Service
- Installation & Commissioning
- Calibration
- Overhaul & Refurbishment

Contact

Key Supplier Management
Business Unit Technology
DKSH Management Ltd.
Wiesenstrasse 8
8034 Zurich
Switzerland

Phone +41 44 386 7406

Fax +41 44 386 7806

ksm.tec@dksh.com



DKSH Holding Ltd.
Wiesenstrasse 8, P.O. Box 888, 8034 Zurich, Switzerland
Phone +41 44 386 7272, Fax +41 44 386 7282
www.dksh.com