

Media release

DKSH Hong Kong Strengthens its FMCG eCommerce Strategy With New eFulfillment Center

With the aim of growing eCommerce sales, DKSH Hong Kong has established a new ecosystem to strategize the direct-to-consumer (D2C) and business-to-business-to-consumer models.

Hong Kong, June 16, 2022 – DKSH Business Unit Consumer Goods, a leading partner for FMCG companies seeking to grow their business in Asia and beyond, has launched the first eFulfillment Center in Hong Kong.

The new business ecosystem draws in experts and digital intelligence, along with the existing capillary supply chain and inventory management, to connect strategies, online sales and marketing, pick and pack, last-mile delivery, and customer care services under one roof to uniquely support the D2C and B2B2C models.

The key benefits that clients and customers can experience with the eFulfillment Center include reduced operational costs, unlimited product and brand listing as well as increased flexibility on brand launches across various eCommerce platforms, including cross border. Facilitated by an Electronic Data Exchange (EDE), eCommerce platforms can connect to the eFulfillment Center directly to streamline the ordering process and receive an instant inventory overview.

Based on years of strong partnerships established with renowned eCommerce platforms, trade channels, clients and customers, and industry know-how, DKSH has built an intricate database of market profiles and purchasing habits, empowering it to design growth strategies that drive traffic and push sales for partners.

Alex Wong, Vice President, Supply Chain Management, CG, DKSH said: “The eFulfillment Center is only the first step to our overall digitization strategy for DKSH Hong Kong’s FMCG business. We aim to offer our clients a special omni-channel experience by adapting to the transforming business environment and the changing consumer pace and habits. DKSH has been at the forefront and will continue to do so to respond to our clients’ needs.”

About DKSH

DKSH’s purpose is to enrich people’s lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, we offer sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 33,100 specialists, generating net sales of CHF 11.1 billion in 2021. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,880 specialists, the Business Unit generated net sales of CHF 3.8 billion in 2021. www.dksh.com/cg

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