

DKSH strategy for growth

Our vision is to be known as the world's leading company in Market Expansion Services with a focus on Asia. Anyone thinking of growing their business in or with Asia should think of DKSH first. To accomplish this, we drive a strategy for growth that continuously increases our market share and at the same time helps our business partners expand their businesses.

The cornerstone of our strategy is the continuous improvement of our successful business model. We stick to what we do best – or in other words, we do more of the same... and we do it even more efficiently! The strategy consists of three main areas that assist us in reaching our vision:

Grow existing markets and Business Units

We focus on growing existing markets, as well as existing Business Units. Since we have a history of nearly 150 years of doing business successfully in and with Asia, our business partners fully capitalize on our broad knowledge of local markets and culture, our infrastructure, and our leadership position in the region.

Strengthen service offerings

We continually strengthen and expand our range of service offerings across the entire value chain and Business Units. To ensure the long-term success of our business partners, we constantly deliver more value-added solutions that give them a competitive advantage.

Increase operational efficiency

We continuously improve the efficiency and effectiveness of our processes. The quality of our services is based on best practices and standards throughout our entire organization. An efficient supply chain as well as leveraged synergies across all our Business Units and countries allows us to fulfill the diverse requirements of the industries and communities we serve.

A reliable strategic business partner

Our strategy for growth results in a broad range of services and solutions that are tailored to the unique needs of our clients and customers. Relying on our core competencies provides the following benefits:

- A financially stable and dependable partner who has been at home in Asia for nearly 150 years, reliably safeguarding your business interests
- A global network of experts and the ability to adapt to the businesses we serve in any local market
- A comprehensive package of services along the entire value chain – tailored to your needs
- Services and infrastructure from a single source, meaning lower cost, enhanced transparency, and greater accountability
- A partner who proactively works in the interest of clients' and customers, possessing the expertise to provide strategic advice and on-the-ground logistics to «make things happen»

The DKSH strategy for growth: do more of the same and do it more efficiently

Focus on existing Business Units

- Focus on existing markets
- Grow existing Business Units organically through business development and multiplying success stories
- Bolt-on acquisitions

Strengthen service offering

- Enhance service and solution competence
- Selectively expand service value chain of Business Units

Increase operational efficiency

- Gain or strengthen dominant market position to use economies of scale
- Realize operational synergies
- Improve operational excellence (standards)