

## **MEDIA RELEASE**

### **DKSH opens confectionery and bakery innovation center in Bangkok**

**DKSH Management Ltd.**

**Date: June 9, 2011**

**DKSH, the leading Market Expansion Services Group with a focus on Asia, has recently commissioned a state-of-the-art innovation center to introduce new concepts and ingredients to the confectionery and bakery industry in Thailand.**

Zurich, June 9, 2011 – DKSH's Business Unit Performance Materials, a leading distributor of specialty chemicals and food ingredients, has invested in a new confectionery and bakery innovation center to deepen the company's application expertise, develop cutting-edge business ideas, and formulate concepts that create even better opportunities for its suppliers and customers.

In line with the company's strategy for growth the new facility allows DKSH to work even closer with key suppliers in South East Asia to predict market trends and to offer concrete solutions with critical advantages for customers. "It is not about keeping-up with market trends, but how to direct the market and leap ahead of the competition," says David Macdonald, global Vice President Food & Beverage Industry at DKSH.

The new innovation center has available an electric oven for baking with precise heat, a proofing cabinet for automatic temperature and humidity control for bread applications, an ice cream maker for blending with capacity up to five liter per batch, and a mixer and kneader for blending diverse bakery applications.

DKSH is highly committed to offer top-notch and value-added services to their business partners and runs 18 innovation centers in Europe, Asia, and North America. The new center in Thailand is the sixth facility the Swiss-based company opened at its Bangkok site.

#### **About DKSH**

**DKSH** is the leading Market Expansion Services Group 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.

With 610 business locations in 35 countries – 590 of them in Asia – and 22,500 specialized staff, it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated annual gross

revenues of CHF 10 billion.

DKSH's **Business Unit Performance Materials** is a leading specialty chemicals distributor and global provider of Market Expansion Services for performance materials. The Business Unit sources, develops, markets, and distributes a wide range of specialty chemicals and food ingredients to business partners in the specialty chemicals, food and beverage, pharmaceutical, and personal care industries.

With 69 business locations in 24 countries and 1,000 specialized staff, Business Unit Performance Materials generated annual gross revenues of CHF 749 million in 2010.

Visit us at: [www.dksh.com/performancematerials](http://www.dksh.com/performancematerials) and  
[www.youtube.com/user/DKSHGroup](http://www.youtube.com/user/DKSHGroup)

**For further information please contact:**

**DKSH**

Seraina Peter  
Communications Manager  
Business Unit Performance Materials

Phone +86 21 5058 8136

[seraina.peter@dksh.com](mailto:seraina.peter@dksh.com)