DKSH starts strategic partnership with BASF in Asia

Monday 3 November, 2014

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03.11.2014 | DKSH, the leading Market Expansion Services provider and BTC Chemical Distribution, a subsidiary of BASF , will start a strategic collaboration for colorants in the personal care and household industries in 14 Asian countries.

Basel, Switzerland, November 3, 2014 – DKSH's Business Unit Performance Materials, a leading specialty chemicals distributor, has been appointed to provide Market Expansion Services for BASF's product range of home and personal care colorants in China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Philippines, Sri Lanka, Singapore, Thailand, Taiwan and Vietnam.

BASF offers one of the most comprehensive line of colorants for the home and personal care industry. The cooperation includes the product lines Puricolor and Iragon. DKSH Business Unit Performance Materials has been chosen as the exclusive Market Expansion Services partner due to its comprehensive Pan-Asian coverage, through specialized teams in each countries and its broad range of services including eight innovation centers and six regulatory affairs centers.

"We are delighted that BASF has chosen DKSH as their Market Expansion Services partner across Asia. We have a strong customer base that has been established over almost 150 years of doing business in Asia. We are convinced that our local business partners will be excited about the opportunity to have access to BASF's products," commented Cesar Saez, Vice President, Business Line Personal Care Industry, DKSH Performance Materials.

About BASF

At BASF , we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About DKSH

DKSH is the leading Market Expansion Services provider 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.

Publicly listed on the SIX Swiss Exchange since March 2012, DKSH is a global company headquartered in Zurich. With 735 business locations in 35 countries – 710 of them in Asia – and 27,200 specialized staff, DKSH generated net sales of CHF 9.6 billion in 2013.

DKSH Business Unit Performance Materials is a leading specialty chemicals distributor and provider of Market Expansion Services for performance materials, covering Europe, North America, and the whole of Asia. The Business Unit sources, develops, markets, and distributes a wide range of specialty chemicals and ingredients for pharmaceutical, personal care, food & beverage, as well as various industrial applications. In addition, it creates innovative and cutting-edge concepts and applications in 27 innovation centers located worldwide. With 90 business locations in 26 countries and around 1,120 specialized staff, Business Unit Performance Materials generated net sales of CHF 770 million in 2013.

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