



## **PRESS RELEASE**

### **DKSH provides Market Expansion Services for DSK in Thailand, Myanmar, Cambodia, Laos, Malaysia, Indonesia, Singapore, and the Philippines**

**DKSH and DSK (Daesung Korea) have agreed on exclusive regional distribution in South East Asia for DSK's agricultural machinery: rice color sorters, grain cleaning machinery, and grain grading equipment.**

**DKSH Management Ltd.**

**Date: November 19, 2010**

Bangkok, November 19 – In October 2010, DKSH's Business Unit Technology and DSK Co. Ltd. agreed on exclusive regional distribution of DSK's agricultural machinery in Thailand, Myanmar, Cambodia, Laos, Malaysia, Indonesia, Singapore, and the Philippines. Rice agriculture has existed in South East Asia for thousands of years. Today, Asian farmers still account for more than 90% of the world's total rice production. The market's size presents immense opportunities for innovative agricultural machineries, such as DSK (Daesung Korea)'s ultra-modern rice color sorters as well as grain cleaning and grading machinery.

DSK's innovative mass-production systems are able to sort, clean, and grade rice and other grains with high accuracy and speed. DKSH offers DSK region-wide coverage, providing sales, marketing, project management, and after-sales services all in one go.

Ahn Kyung Hwan, Representative Director of DSK (Daesung Korea) Co., Ltd., says: "DKSH has a powerful background and is renowned for expanding its partners' businesses in Asian markets. To effectively market our products in the region, we need a partner with a strong local presence and I am happy to have gained DKSH's renowned services for marketing and selling my company's highly automated industrial control equipment in South East Asian markets. DSK specializes in agricultural machinery and always thinks and plans with our customers' best interest in mind. We take pride in being able to greatly increase the quality and output of our customers' grain production and look forward to providing our new customers abroad with the same possibility."

Marcel Wismer, Vice President Business Unit Technology from DKSH, says: "DKSH is excited to launch Market Expansion Services for capital equipment used in the agriculture industry. Daesung is a young and very innovative supplier from Korea, and its rice color sorters are a natural fit for this region which includes two of the top three rice exporting countries in the world. DSK has decided to work with us on a regional basis, and we will further strengthen their market presence in Thailand, Myanmar, Cambodia, Laos, Malaysia, Indonesia, Singapore, and the Philippines."



### **About DSK (Daesung Korea)**

Founded in 2006, DSK (Daesung Korea) Co., Ltd. is internationally known for its focus on new technology creations in the agricultural field that aim at satisfying customers' needs 100%. Progressive in its thinking and completely customer centered, DSK has developed highly automatized grain color sorters, grain cleaning and grading machinery, tea color sorters, automatic paddy examiners.

### **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 560 business locations in 35 countries – 20 of them in Europe and the Americas – and 22,000 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2009, DKSH generated annual gross revenues of CHF 8,600 million.

DKSH's **Business Unit Technology** is the leading provider of Market Expansion Services involving technical solutions for capital investment goods and analytical instruments. DKSH Technology's field of competence includes the manufacturing and production, energy, research, food and beverage, advanced metals, and infrastructure sectors with a service portfolio that includes market entry consultancy, project financing, product planning, marketing, sales, application engineering, and after-sales services.

With 67 business locations in 17 countries and 1,200 specialized staff, Business Unit Technology generated annual gross revenues of CHF 507 million in 2009.

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