



Local Announcement

DKSH and Morita Dental Asia join forces in Malaysia

DKSH, the leading Market Expansion Services provider with a focus on Asia, and Morita Dental Asia, one of the most popular manufacturers of dental-technical products, have signed a first exclusive agreement in Malaysia.

Petaling Jaya, Malaysia, January 24, 2017 – DKSH Business Unit Technology, the leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, signed an exclusive agreement with Morita Dental Asia to provide marketing, sales, distribution and logistics as well as equipment training and servicing for Morita's dental supplies and equipment in Malaysia.

The agreement with DKSH covers Morita's range of endodontic systems, dental diagnostic and imaging equipment, treatment units, hand-pieces and instruments for the healthcare industry. Morita will leverage on the extensive network that DKSH has built up with private and government dental hospitals and clinics, commercial dental laboratories, practicing dental consultants and training hospitals.

"DKSH has a strong focus on Asia and an extensive industry and product knowledge. We appreciate that DKSH also puts an equally strong focus on application support. With their proven track record, wide market coverage along with their structured and systematic sales approach, we anticipate a fruitful relationship with a like-minded partner," said Masanori Mori, Director of Morita Dental Asia.

Robert Puschmann, Managing Director, Singapore & Malaysia, DKSH Technology, added: "We are proud to have a strong partnership with Morita. Their established reputation for dental equipment and solutions will complement our expanding scientific instrumentation product portfolio. With our unrivaled competence in diagnostics and imaging technologies as well as our high market access and coverage of dental hospitals and clinics in Malaysia, we will help Morita increase their install base out of Malaysia and capture the growth opportunities in the fast growing dental market."

About Morita Dental Asia

Established in 1916, The Morita Group is one of the most important manufacturers of dental-technical products in the world. Headquartered in Japan and with more than 100 years of research and innovation, Morita is a leading supplier in the fields of x-ray diagnostics and endodontics. Their product portfolio covers the entire spectrum of dentistry, including diagnostic and imaging equipment, endodontic equipment, laser equipment, laboratory devices and auxiliaries.

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 2012, DKSH is a global company headquartered in Zurich. With 770 business locations in 36 countries – 740 of them in Asia – and 28,300 specialized staff, DKSH generated net sales of CHF 10.1 billion in 2015. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Technology is the leading provider of Market Expansion Services covering a broad range of capital investment goods and analytical instruments. The Business Unit offers total solutions in the areas of infrastructure, industrial materials and supplies, precision- and textile machinery, semiconductor, photovoltaic and electronics, agriculture, hospitality as well as specialized industrial applications. The service portfolio includes product sourcing, market entry consultancy, marketing, sales, application engineering and after-sales services like installations, maintenance and repairs. With 75 business locations in 18 countries and around 1,370 specialized staff, including 500 service engineers, Business Unit Technology generated net sales of CHF 372.2 million in 2015.

Think Asia. Think DKSH.

For further information please contact:

DKSH Technology Sdn Bhd

Mona Marcella Rosman

Branding & Communications Specialist

Phone +60 3 7882 8885

mona.rosman@dksh.com