

## DKSH launches Dr Wolff's Alpecin in Hong Kong

04 July 2013 | News | By BioSpectrum Bureau



**Singapore:** DKSH's Business Unit Healthcare, the leading market expansion services provider for healthcare companies seeking to grow their business in Asia, has signed an agreement with Germany-based Dr Wolff to provide registration, importation, marketing, sales, distribution, logistics and collection services for its famous hair brand Alpecin in Hong Kong.

Alpecin will be exclusively sold in all Mannings stores, a renowned chain of personal health and beauty retailers in Hong Kong. DKSH Hong Kong will be responsible for the launch of Alpecin, looking after all its marketing and sales activities including in-store booking, television commercial rollout and promotion.

"We have chosen DKSH Healthcare as the partner for our market entry in Hong Kong because of its excellent knowledge of the local consumer health market, its in-depth expertise in marketing and sales, as well as its proven track record in Market Expansion Services," said Mr Eduard DÄrrrenberg, managing director of the Dr Wolff-Group.

"We are glad to partner with Dr Wolff and help the company enter Hong Kong with our Market Expansion Services," said Mr Richard Holloway, vice president, DKSH Healthcare, Hong Kong. "With the launch of Alpecin in Hong Kong, we are providing a new category of technologically proven hair loss products to the mass market. The patented skin activator and technology-driven caffeine complex in its hair energizing products make Alpecin a strong differentiator in the local market. We look forward to making an impact in the consumer health market with substantial growth and penetration."

The new partnership will further strengthen DKSH's market position in the consumer health market in Hong Kong while contributing incrementally to the Group's overall earnings and profitability over time.