

## **DKSH to provide Market Expansion Services to Algea, the world's largest seaweed products producer**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, will provide marketing, sales, distribution, and logistics services in seven countries to Norway-based Algea AS, the world's largest producer of seaweed.**

**DKSH Management Ltd.**

**Date: February 15, 2011**

Zurich, February 15, 2011 – DKSH's Business Unit Performance Materials, a leading specialty chemicals and food ingredients distributor, will offer its Market Expansion Services to Algea, the world's largest producer of seaweed products. Under this exclusive distribution agreement, DKSH will globally support Algea's market expansion in France, India, Thailand, the Philippines, Vietnam, Taiwan, and China. Thanks to DKSH's excellent industry network and credentials as a first-class service provider, the Swiss-based company was selected to market Algea's high-quality seaweed products.

Algea is based in Norway and started to manufacture seaweed products in 1937, harvest Arctic *Ascophyllum Nodosum*, and supply unique seaweed products to various industries, including human consumption, animal feed, and agriculture. Algea food products are natural phytocomplexes of fucoidans, alginates, iodine, vitamins, minerals, and trace elements from Norwegian *Ascophyllum Nodosum*. The ingredients are provided for functional food and food supplements and have polyvalent impacts on human health since they contain elements like fucoidans, iodine, alginates, vitamins, and minerals. A noteworthy attribute of the product is the unique and sustainable harvesting method utilized by Algea, guaranteeing that only fresh and contamination free seaweed is used for production.

"We are delighted that Algea has chosen DKSH as their trusted Market Expansion Services partner for their range of seaweed products. This commitment reflects our strength in the functional food and food supplement market. We have a strong customer base in this market and are confident that our business partners will also appreciate the opportunity to have access to Algea's exceptional products", says Mario Preissler, Executive Vice President, Business Unit Performance Materials.

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

With 57 business locations in 24 countries and 1,200 specialized staff, Business Unit Performance Materials generated annual gross revenues of CHF 703 million in 2009.

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 44 386 7272  
[seraina.peter@dksh.com](mailto:seraina.peter@dksh.com)