

MEDIA RELEASE

DKSH Japan set up task force to ensure no contaminated products are delivered to customers

**DKSH Japan K.K.
Date: April 14, 2011**

Japan being an important sourcing market, DKSH Japan K.K. (Head office: Minato-ku, Tokyo; Chairman and President : Dr. Joerg Wolle), the leading provider of Market Expansion Services, has set up a task force, "Incident Information Center (IIC)," to ensure that all products DKSH delivers to customers are safe. IIC will collect varied information related to radioactive materials and provide DKSH business partners proactively with reliable information not only on food materials but also on chemical and industrial products.

Since the accident at the Fukushima Daiichi nuclear plant, the current threat of nuclear contamination impacts many businesses and is not simply limited to the foods industry. As a consequence, DKSH convened specialists from various functions such as export operations from Japan and experts from SEQRA, the division dedicating to safety and security, environmental measures, quality management and regulation compliance, in order to start the "Incident Information Center (IIC)" as of April 1, thus establishing a system to ensure and optimize the information flow on all levels, be it communication, flow of products, regulatory issues, etc.

The task force's main focus is to clarify radioactivity risk of all sources and products, ensure consistent reporting on the status and whereabouts of these products, provide consistent information to all parties concerned, and anticipate all regulations and their critical impact.

IIC is made up of 14 members. Besides the eight members from DKSH Japan, six members join IIC from SEQRA at DKSH Switzerland and France, with missions to catch any movement in Europe toward possible regulation as quickly as possible and to contribute to providing effective communication to their business partners. For the time being, IIC is going to place priority on their own product lines, but later, will collect more extensive information in order to gain knowledge to help cope with a variety of cases.

Profile of 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 610 business locations in 35 countries – 20 of them in Europe and the Americas – and 22,500 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.

The company offers any combination of sourcing, marketing, sales, distribution and after-sales services. It provides business partners with

expertise as well as on-the-ground logistics based on a comprehensive network of unique size and depth. Business activities are organized into four specialized Business Units that mirror DKSH fields of expertise: Consumer Goods, Healthcare, Performance Materials, and Technology.

Although DKSH is a Swiss company with headquarters in Zurich, it is deeply rooted in communities all across Asia Pacific. This is because the company looks back on a more than 140-year-long tradition of doing business in and with the region.

About DKSH Japan K.K.

As one of the first foreign trading companies in Japan, DKSH Japan K.K. (until March 31, 2009 known as Nihon SiberHegner K.K) was established as Siber & Brennwald in Yokohama in 1865. In the following more than 140 years, the company has overcome many difficulties and challenges and contributed to both business and culture in Japan. For many years, the company was the largest exporter of raw silk and played a key role in making Japan into a raw silk kingdom. It also contributed to the installation of Japan's first gas lights, imported watches and machinery, and later also chemical and pharmaceutical raw materials.

Today, DKSH Japan has developed its business in Japan in three key areas, Luxury & Lifestyle, Performance Materials, and Technology.

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