

DCH Foods Hosts Trade Event to Promote New Branding and Platform Synergies

Hong Kong SAR, 24 Oct 2024 - DCH Foods, a subsidiary of Dah Chong Hong Holdings (DCH), hosted a trade event at the Hotel ICON in Kowloon, Hong Kong on 23 October 2024 to showcase its brand identity and diverse business platform. As a local market leader with operations in nine Asian economies, DCH Foods leverages 70 years of expertise and on-the-ground insight to discover new flavours, develop local favourites and delight millions of consumers with the world's finest food and FMCG products.

The tradeshow featured the launch of the company's energized branding and demonstrated how its unique footprint enables DCH Foods to "Discover, Develop, and Delight" at every step of the supply chain. The branding emphasized the company's impact on daily living by connecting people with the products they love.

During the event, guests networked with sourcing, manufacturing and distribution business teams for an in-depth look at DCH Foods' operations and the innovative solutions it provides to its brand, wholesale, service and retail customers. Attendees enjoyed food and beverage tastings, masterclasses and seminars, including a special appearance by Cheer® brand ambassador, Kathy Yuen.



Management of DCH Foods



Kathy Yuen, Cheer® Brand Ambassador

Director of DCH Foods, Mr. Tim Collins, said: “DCH Foods brings together more than 70 years of product expertise, consumer insight and local relationships. Our tradeshow was designed to help our partners explore the wider capabilities and platform synergies that make us a unique and competitive partner in regional market expansion and management.”

Committed to collaboration and long-term partnership, DCH Foods serves hundreds of leading international brands and offers a wide range of services, including recipe development, private label, contract manufacturing, marketing, sales, merchandising and aftersales management. It is further supported by its sister company, DCH Logistics, which provides multi-temperature supply chain solutions with cutting-edge infrastructure across the Greater Bay Area and 30+ provinces of China.

About DCH Foods

DCH Foods is the integrated food and FMCG platform of Dah Chong Hong Holdings. Its sourcing, manufacturing and distribution operations serve hundreds of leading global brands and distribute over 15,000 products into nine Asian economies. With a commitment to collaboration and long-term partnership, DCH Foods leverages 70 years of local expertise and on-the-ground insight to discover new flavours, develop local favourites and delight millions of consumers with the world’s finest food and FMCG products.

About Dah Chong Hong Holdings Limited

Dah Chong Hong Holdings, an indirect wholly owned subsidiary of CITIC Limited (stock code: 0267.HK), is an integrated trading and distribution company operating in Asia, supported by an extensive logistics network. DCH is a leading distributor and dealer of motor vehicles in Greater China as well as a provider of a full range of associated services. DCH’s consumer business comprises the manufacture, retail and distribution of food, healthcare, electrical appliances, beauty and lifestyle products. DCH employs over 14,000 staff with operations in 13 Asian markets.

For more details, please visit www.dch.com.hk.

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