

PEOPLE.  
FOOD.  
CONNECTION.







# A FULL-SUITE MARKET ENABLER FOR EVERY FOOD BUSINESS

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DPO International is a leading specialised food distribution company with an established presence across Southeast Asia and China. We are a full-suite market enabler for food businesses looking to enter and expand into China, Indonesia, Malaysia, Philippines, Sri Lanka, Thailand, and Vietnam.

For 30 years, we have worked with both international and local food brands offering them our unrivalled experience and expertise in the food industry. Through our 4 dedicated divisions – Industry, Foodservice, Retail, and Consumer, we serve our partners and customers via 8 specialised services.

## **OUR VISION**

To be Asia's leading full-service food distribution company.

## **OUR MISSION**

To be the connection across all levels of Asia's food supply chain that fulfills our customers' needs, whatever they may be, through a comprehensive list of services that is supported by an in-depth knowledge of local markets.







## OUR INDUSTRY EXPERTS

“There is no better catalyst for society-building than gatherings around a table full of tasty food. It builds meaningful connections and sparks significant conversations.”



**DANIEL PANS**  
GROUP CHIEF EXECUTIVE OFFICER  
EXECUTIVE COMMITTEE

“Putting clients first, while driving the business strategically, is fundamental.”



**INNEKE F. TJAKRADIDJAJA**  
GROUP CHIEF COMMERCIAL OFFICER  
EXECUTIVE COMMITTEE

“You don't build a business. You build people and then people build your business.”



**MIKE LOW**  
GROUP REGIONAL MANAGER  
HUMAN RESOURCES  
MANAGEMENT DIVISION

“We emphasize the importance of effective rules, regulations, policies and practices in an organisation, and that they are understood and applied across all our offices.”



**SIEW MEI**  
REGIONAL LEGAL MANAGER  
ADMINISTRATION DIVISION

“Building strategic partnerships and pioneering new opportunities are key to fostering innovation in the food industry while addressing the evolving demands of consumers.”



**LAURA LANNOO**  
GROUP REGIONAL MANAGER  
NEW BUSINESS DEVELOPMENT DIVISION

“Marketing is all about imaginative yet well-crafted strategic communication.”



**AMANDA NG**  
GROUP REGIONAL MANAGER  
MARKETING DIVISION

“An efficient supply chain in the food industry not only ensures the timely delivery of fresh products but also plays a pivotal role in advancing sustainability within business operations.”



**VASIN YAMCHUENPONG**  
GROUP REGIONAL MANAGER  
SUPPLY CHAIN MANAGEMENT DIVISION



## OUR CORE VALUES

### INTEGRITY.

We hold ourselves to the highest ethical standards. This means promises are always honoured, ensuring that trust is never eroded.

### FORWARD-LOOKING.

We embrace technological advances and new methods of overcoming challenges, progressing with time and changes in the market while focussing on continuous and incremental improvements.

### PROACTIVENESS.

We believe in taking charge of our own future and making the best of every situation. Every successful outcome is achieved through hard work and smart work.

### DIVERSITY.

We respect the diverse cultures and lifestyles of our employees and stakeholders. We thrive on openness, understanding, and teamwork.

### COMMITMENT.

We remain committed to the communities we are present in, through our unwavering responsibility towards the environmental and social fronts.

## PEOPLE.

We recognise the value of people, not just our employees, but also individuals whose lives may be impacted by our business decisions, whether in big or small ways. Having the best interest of our stakeholders at heart, we are driven to always do and give our best to our business partners, customers, and the communities we are present in.





## ENHANCING THE FOOD SUPPLY CHAIN AT ALL LEVELS

Our business is centred on connections across the food supply chain. We achieve this through our four dedicated divisions that effectively bring together all parties involved, from manufacturers to end consumers.

# OUR DEDICATED DIVISIONS



### INDUSTRY

We collaborate with leading food manufacturers, using their innovative products in our labs to provide cutting-edge solutions to food businesses of all sizes.

#### Our sales departments:

- Baby food
- Bakery & cereals
- Beverages
- Confectionery
- Dairy
- Fruits, vegetables & spices
- Health food
- Meat & seafood
- Oils & fats
- Ready-to-eat & ready-to-cook food
- Snacks
- Animal nutrition



### FOODSERVICE

We provide a world-class foodservice supply chain management for the HORECA industry and related businesses, including logistics and regulatory support.

#### Our sales departments:

- Catering & canteens
- Coffee shops, cafes & bakeries
- Hotels, restaurants, bars & bistros
- QSR (Quick service restaurants)
- Transports
- Entertainment facilities



### RETAIL

We distribute global food brands to regional retailers, and are able to introduce new foreign brands via comprehensive marketing strategies.

#### Our sales departments:

- Healthcare & wellness providers
- Convenience stores & petrol kiosks
- Hypermarkets & supermarkets
- Specialty shops
- Dry & wet markets
- Sports & recreation centres
- Wholesalers & traders



### CONSUMER

We assist partners in reaching their full online potential with a comprehensive e-enablement facility, ensuring consistent brand experiences for customers anytime, anywhere.

#### Our sales departments:

- Lazada
- Shopee
- Tokopedia
- Blibli
- Bukalapak
- and many more...



## MORE THAN A FOOD DISTRIBUTOR

Our capabilities and expertise stretch beyond distribution. We listen to the needs of our customers and are ready to fulfill customised order requests.

Pick

Bundle

Blend

Repack

Label

Assemble

Cut

Slice

Shred

FOOD.

Food is our medium and our means for touching people's lives. It is our business and our forte. In our ambition to be the leading food distribution company in Southeast Asia, we strive to be at the forefront of all levels within the food supply chain, from purchasing of ingredients from manufacturers, to shipping, storing, selling, distributing, marketing and developing new product innovations.



Our clients' requirements are as diverse as the cultures and communities we operate in. We understand the need for a tailor-made solution to transform your business objectives into reality. Our eight services are backed by our FBI team, made up of professionals in each respective field, ready to help you achieve your goals.

# OUR 8 SERVICES

## TAILORED TO YOUR NEEDS



### WE BUY

- Product Sourcing
- Market Entry Assessment
- Price Negotiation
- Production Auditing
- Payments Processing



### WE COMPLY

- Label Review
- Product Registration
- Halal Application
- Local Regulations
- Import/Export Documentation



### WE SHIP

- Transport Documentation
- Packaging Advise
- Customs Clearance
- Haulage To Port Of Loading (POL)
- Shipment To Port Of Discharge (POD)



### WE STORE

- Demand Planning
- Haulage To Warehouse
- Incoming Cargo Handling
- First-Expired-First-Out (FEFO)
- Order Picking



### WE INNOVATE

- Localised Food Concepts
- Customised Formulation
- Customised Packaging
- Labelling
- Scientific Support



### WE MARKET

- In-store Promotions
- Social Media Management
- Product Seminars & Tastings
- Materials Design Services
- Application Demo



### WE SELL

- Dedicated Sales Teams
- Sales Progress Reports
- Local Currency & Payment Credit
- Online Sales



### WE DISTRIBUTE

- Last Mile Delivery
- Order Processing
- Cold Chain Management
- Complaints Management
- Cash Collection



FBI refers to our Food & Beverage Intelligence team. Consisting of experts from 8 Specialised Services, we are ready to provide you with solutions whether it is bringing new food innovations to life, navigating regulatory requirements or exploring new distribution channels.

CONNECTION.

"Food Brings People Together". No other expression rings truer at DPO International. As a cross-border organisation with our footprint in communities across Southeast Asia and China, we position ourselves as the link between players in the food industry. This includes manufacturers, foodservice, retailers and consumers. Additionally, our ties with local authorities is key in our ability to connect international partners to the local markets.





# A WORLD CLASS SUPPLY CHAIN MANAGEMENT

Our vast logistics network, made up of more than 30 warehouses located in 7 countries across Asia, means that you will have access to an unrivalled distribution solution wherever you need your goods to be. Strategically located close to population concentrations, our network of distribution hubs allows for shorter transportation distances, thus reducing carbon emissions and ensuring food products and ingredients reach their destination quicker, fresher, and whenever you need them.

## COLD-CHAIN CHAMPIONS

Maintaining suitable conditions for food in the Southeast Asian climate can be challenging. A specialist of cold chain management, we ensure that temperature-sensitive food products are kept in optimal temperature, humidity, and air quality throughout the entire distribution process from shipping to storage and delivery.

Frozen	Chilled	A/C	Ambient	Specific Temperature
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## OUR EMPHASIS ON AN EFFECTIVE SUPPLY CHAIN

- 1

**TRACEABILITY**  
The ability to identify, track and trace a product as it moves along the supply chain is vital in complying with regulations and minimising risk.
- 2

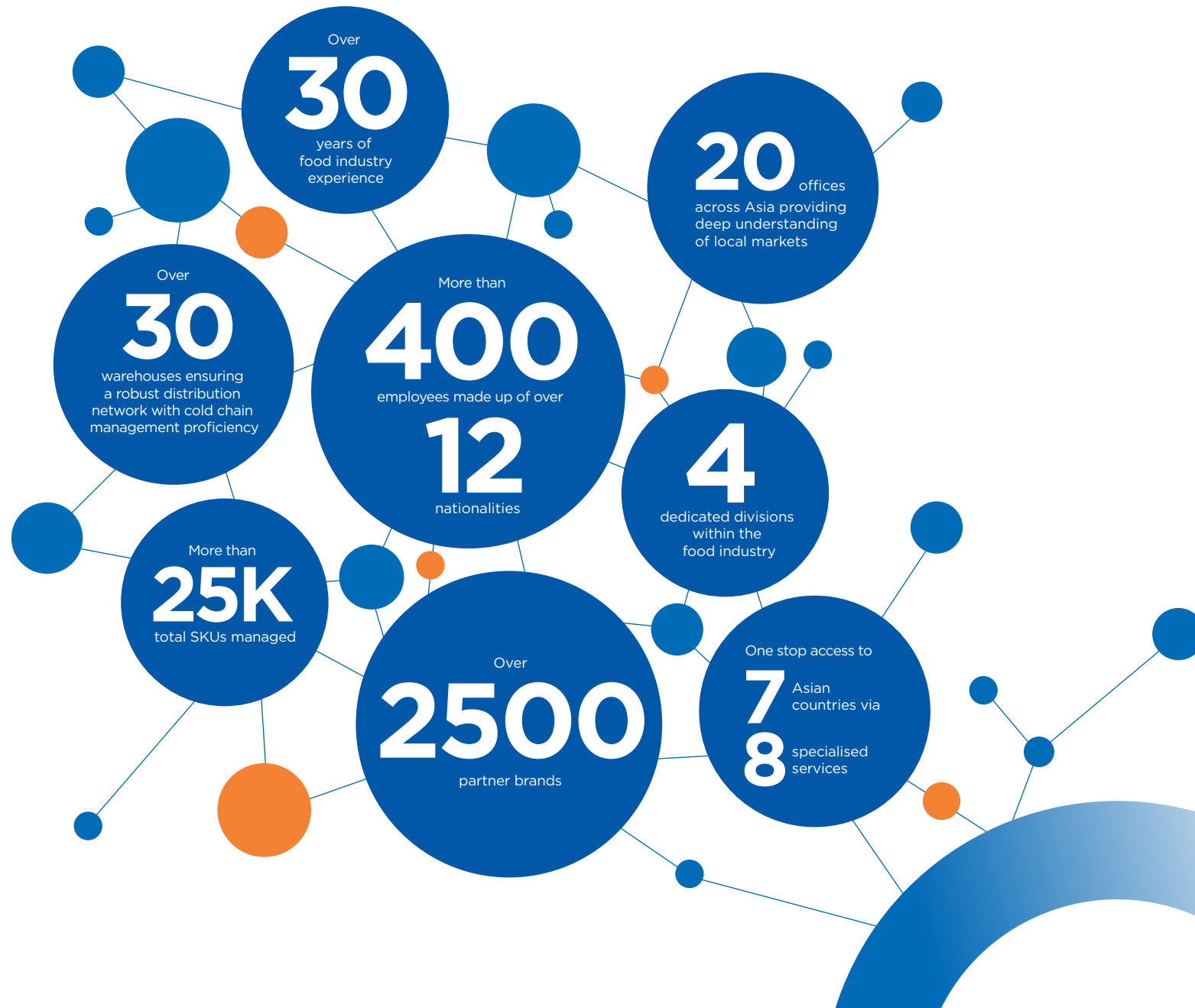
**QUALITY CONTROL**  
Quality control in the supply chain is critical for maintaining a competitive edge in the marketplace and reducing operating costs.
- 3

**HYGIENE**  
Maintaining hygienic conditions as food passes through various locations from origin to destination reduces risk of contamination.
- 4

**FEFO**  
Our First-Expired-First-Out practice ensures products reach end users before its expiry date, thus reducing wastage.



## CONNOISSEURS OF FOOD CONNECTIONS



## OUR HOMEGROWN BRANDS

In our quest to connect with our customers better, and to offer more innovative products and solutions, we have established brands which cater to different areas and needs respectively.

IngreBio™

IngreBio is our industry-focused food innovation brand, catering especially to food manufacturers who require customised ingredients and formulations to meet their product needs.

Foodcraft™  
KNOW YOUR FOOD!

Foodcraft is our very own food brand catered for the foodservice and retail sectors with a range of products ranging from frozen foods to ready-to-eat meals.

[foodcraftasia.com](http://foodcraftasia.com)





## GROWING THROUGH PARTNERSHIPS

We have had the opportunity to journey with some of the most prominent companies in the food industry. Here's a sampling of what they have to say.

"DPO has been a valued partner in BENE0's journey, significantly contributing to our expansion across Asia. Our long-standing partnership has been **a testament to trust, collaboration, and shared growth.**

We look forward to continuing our long-standing partnership and achieving even greater success together in the future."



**CHRISTIAN PHILIPPSEN**  
Managing Director of BENE0 Asia Pacific

Since 2018, our partnership with DPO International has helped us **develop a local sales and distribution system** and regulatory support for our customers. We now have locally trained teams in Malaysia, Indonesia, Philippines, Thailand, and Sri Lanka.



**REMI REGUERO**  
Business Development & Technical Director

DPO International came across as  
**a professional and reliable business partner**

who we could work with to expand our food service business in Malaysia. Their wide market coverage and strong sales team has helped us to gain good results in the first year of partnership.



**STELLA YEW**  
Head of Food Service MY & SG

DPO International has been a partner of Hexagon Nutrition for over 18 years. If I have to describe them in a single word, it would be

**"trustworthy".**



**VIKRAM KELKAR**  
Managing Director

We are very happy to have DPO International as our partner. They are well connected, have market intelligence and are **experts in their fields.**

All these lead to a very successful partnership.



**CHRISTIAN SCHINK**  
Global Food Division Manager

DPO International is a highly valued distributor in Malaysia for us. In the last financial year (2021/22), we recognise their contribution to our Ovomaltine brand in Malaysia with a

**100% revenue growth,**  
the highest among Ovomaltine International Markets.



**KIEN SOO**  
Export Manager



## CONNECT WITH US

Our teams on the ground are ready to help you get connected with local markets in the region.



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