

HL Display in the Far East

2000 heralded the expansion into Asia for HL Display. This year HL Display has set up companies in four new Asian markets.

The setup of the Asia regional office in Singapore marks HL Display's focus on continuous growth. Seeking to unleash the full market potential in Asia, goals have been set to establish sales contact points in the key Asian cities. Since then we now have sales offices spanning across Thailand, Hong Kong, Taiwan, and Malaysia.

HL Display had a good head start of the Asian operations due to the wide distribution network established by our valued distributor Sydney Point-of-Sales (SPOS). SPOS has been previously supplying the basic product range, datastrip, to major retailers in Asia. With closer proximity to the customers in the region, HL Display can now provide customers with faster and more personalised services.

Moreover, other product ranges are actively promoted and launched to the market.

Development in Asia has been swift and good results are yielding from the set-up of sales offices in the few respective countries. As the supporting anchor in Asia, the regional office in Singapore helps to nurture both the markets locally and regionally.

Our strong progress in Asia has been well supported by two key accounts, namely Carrefour and the Dairy Farm Group, which probably is the largest retail chain in Asia.

Apart from food retailers, one other success story is with a brand owner, Asia Pacific Breweries (APB), by developing an attractive and effective merchandising concept. Their in-house brand, Tiger Beer, has taken a new image in retail stores after the initiative. The implementation of Optimal™ Gravity Feed system proves to be an effective solution that meets the retailers' needs in selling space increment and perfect product presentation while at the same time facilitating re-merchandising with our pull-out Optishelf™ System.



Implementation of Optimal™ for Tiger Beer-Asia Pacific Brewery marks one success story of the system in Asia

Future Developments

Asia proves to be an exciting and challenging arena for HL Display. With the gradual move from a product/equipment supplier to a total solutions provider, this shift in focus is bringing us positive prospects in the days to come. To develop the potential of design-based projects, we have recently recruited a designer. One latest design-based project is with Cold Storage, a subsidiary of the Dairy Farm Group in the Health & Beauty category. In addition, we are already seeing good growth from the more sophisticated product range, Optimal™ system in product category merchandising and our positioning sets us apart from the many other Point-of-Purchase suppliers in the region.

As retail merchandising is still in a relatively infancy stage in Asia as compared to Europe, there is a lot of room for growth opportunities. Development of the sales offices has been promising and the regional office is looking at expanding aggressively into other markets. Groundwork is already in progress to move into China. This looming dragon of the East offers great opportunities for us to establish an entrenching foothold in the rapidly growing economy.



HL Display Asia's fellow staff members from Hong Kong, Singapore, Malaysia, Taiwan and Thailand at Intershop, Bangkok.

However in certain parts of Southeast Asia, some countries' economic slowdown and political instability are challenges posed for HL Display. In addition, customers in this region are less susceptible to our high quality systems that are relatively more costly than cheap but low quality supply.

To tackle this hurdle, our team is working hard towards local adaptation, and cost sharing amongst customers in the region.



The chocolate section is one of the pioneer Optimal™ projects that we work on with Carrefour, Singapore.

Thomas Tay, Managing Director of HL Display Asia says “ The past 2 1/2 years have flown past like it was yesterday. We are consolidating our presence in the region, with stronger market penetration to come. I hope to spearhead HL Display to become the leading in-store communication and merchandising supplier in the near future, capturing eight to ten key Asian cities by 2005.”

TEXT: THOMAS TAY