



欣 臨
Taiwan Hsin Lin



Introduction

Trusted to deliver good days

Humble Beginnings

THL's origins can be traced to the Zhongshin Trading company established in 1949. After the Communist Revolution, many entrepreneurs from China found new beginnings in Taiwan.



Now, with 50 years of experience, THL is now one of the leaders in Taiwan's FMCG industry.



1949

1974

2024

Seeing the growth potential of global FMCG brands, THL founder David Chen leveraged Zhongshin Trading's expertise and established THL in 1974 to be a competitive local distribution partner and agent for many global brands.

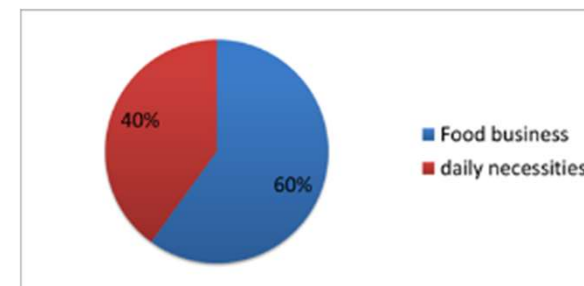


Experience

- Over 50-Year experience in sales and marketing.
- One of the biggest professional distributors in Taiwan.

Right Size

- Not too small with 2023 annual sales around USD500 millions by 500+ employees. Not too big to keep flexibility and entrepreneur spirit.



Local Penetration

- Island-wide operation facility operation (office & transportation)
- Full-channel direct sales/account management with strong relationship

Credibility

- Successful brand building & sales performance. Audited by big companies.
- Reliable financial status, owns our office and warehouses.

**Today, THL is your all in one package
for business in Taiwan:**

- ✓ **Agency**
- ✓ **Distributor**
- ✓ **Logistic Service**

We have real experience in:

- **Brand Marketing/ Trade Marketing**
- **Sales Account Management/ Field Sales**
- **Comprehensive Back-Up functions Support**
- **New Business Opportunity Development**



Portfolio of Brands





Food Service Coverage

Customer Type	Coverage
Hotel	972
Restaurants	7,390
Café	2,645
Tea shop	6,367
Breakfast House	2,594
Bakery	580
Factory	296
Airline/Airport	17
CVS	12,000
Total	32,861



...and many more.

E-Commerce Subsidiary



HHG General Manager, Vince Huang

THL has its own E-Commerce subsidiary, HHG

- IPO in Dec'23
- Now Taiwan's #1 E-Commerce Distributor
- Built by top, young talents from many leading FMCG Multinationals.
- Close partnership with HCT, Taiwan's largest logistics company
- We provide an all-in-one service platform that fit a brand's needs for data collection, marketing/advertising, and online sales

Distribution Channels:





THL has its own logistics division.



Location

- Within 30min from Taipei.
(Lin-Kou/New Taipei City)

Warehousing Quality

- Property owned and maintained directly by THL.
- Constant temperature and humidity control
- Air-conditioned storage available
- Safety, Pest Control, and Labor all adhere to global brand guidelines.
- Provides value added service such as: Repacking, labeling, on-pack, and write-off.
- **Frequently audited by MNCs, such as Nestle and RB**

Dedicated Personnel for QA/QC and Audit



Ian Wu
Group Quality Assurance
Assistant Manager



Joy Chang
Research and Development Manager
In charge of McCormic QA & QC



Visibility in Taiwan

Ricola

Ricola Brand Celebrity Campaign

THL leveraged Brand Celebrity in OOH/in-store POSM to create more visibilities



Korean Actor Park Seo-joon

Korean POP Cha Eun Woo

Ricola 75 Years Anniversary Campaign

THL created exposure & buzz by celebrating brand anniversary events



Visibility in Taiwan

THL initiated different kind of activities such as 100 anniversary event to react with consumers



OOH exposure



100 Years of HARIBO



Children's Day



Halloween Display



Cross-Branding



TV exposure

Visibility in Taiwan

THL developed diversity of Ovaltine products

THL drive Ovaltine Licensee in Taiwan from 2015



Mass Display



Crunchy Spread



Wafer



Krisdonuts



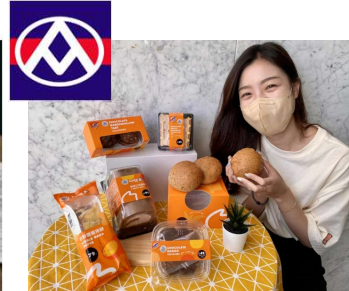
Tea & milk tea



Hokkaido Cookie



Baby-Star
Ramen



FS Campaign

Cafe



Tea Shop



Restaurant



THL created the brand synergy in both retail and food service channels

Visibility in Taiwan

THL drove Twinning as high-end premium brand in Taiwan



TWININGS Grand Prix

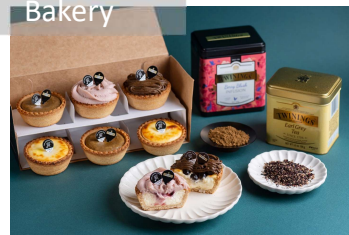
THL supported to hold the most prestigious non-alcoholic cocktail competition in Taiwan



Hotel



Bakery



FS Campaign



Restaurant



Mass Display & Twinings Corner in premium stores



HORECA model shop



TWININGS Pop up store





THL developed fine dining/ Michelin Star restaurants through workshops, restaurant stuff training, event placement to keep in tight bonding with HORECA

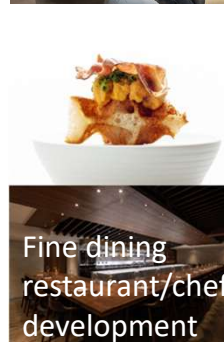
Workshop& Training



KOL Seeding Posts



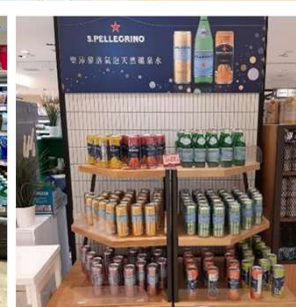
FS Campaign



Fine dining
restaurant/chef
development



Mass Display& Demo





For the most famous Chinese style sauce, THL leveraged manufactories/ HORECA/ retail channels to create more new applications

Manufacturer



HORECA



CVS



[illegible]

By THL's successful experience, we devolved
HERSHEY'S with both FS and Retail channels

THL
People



Crossover Cooperation – Bring the Best into Taiwan

把世界最好的帶進台灣 將台灣最好的帶給世界 專訪品華國際酒店集團董事長潘思亮

一直以來，品華酒店在頂級五星級酒店享有極高的評價，居於業界的領導地位，為巨星名流訪台人住首選，如莎拉布萊曼、瑪麗亞凱莉、麥可傑克森、Super Junior、濱崎步... 等人都曾是座上賓。無論國內觀光飯店市場如何競爭，品華酒店始終懂得突圍勝出，在五星級飯店強敵環伺市場中維持話語權，讓旅客想到頂級飯店，第一個聯想到的，就是品華！

For a long time, the Regent Taipei has enjoyed critical acclaim among five-star hotels. As a leading hotel, it is the first choice for international superstars and celebrities who visit Taiwan such as the king of pop Michael Jackson, international superstar Mariah Carey, Hollywood golden age icon Sophia Loren, the famous anglo-voice Sara Brightman, just to name a few. This popular, top-ranked hotel is often the first on the mind when Taipei and Taiwan visitors think of luxury hotel.

撰文/林麗霞 攝影/謝偉偉 圖片提供/品華國際酒店集團

品華國際酒店集團於1991年成立，早已從最初僅一區台北品華酒店，遍及全球各地，成為以台灣為基地的跨國旅館集團。目前，品華國際酒店集團旗下有三大旗艦品牌，包括台北品華、品華酒店、建緯旅，精準鎖定不同客層，在國際及平價商旅客群，滿足不同客群需求，同時更滿足餐飲、酒店式公寓管理等同業事業，包括未來集團的台灣地區行銷經營。

跨領域合作，多角化經營帶動業績再成長
品華國際酒店集團董事長潘思亮，一心想把世界最好的帶進台灣，同時把台灣最好的帶給世界。他經營旅館之一就是開放跨領域合作，運用多角化經營帶動飯店業績再成長，也讓品華營運近三十年始終能維持話語權，讓顧客耳目一新。

好比如，2011年品華邀請台灣國際名廚江振誠回台，帶領第一流台灣美食，也吸引許多創始品華受台創作，或是，帶外國客人到飯店品嘗去學做玉白蟹小甜點，又或是，為親子飯店美食推出世界最小的廚師 Le Petit Chef，利用3D 裸眼投影技術出美其的新奇用餐體驗，這幅跨領域結合餐飲的績效表現，



品華國際酒店集團是品華國際酒店集團的旗艦酒店，擁有近十年，品華國際酒店集團在業界扮演著極重要的角色。

潘思亮將品華經營成為「多角化經營」，持續引進更多優秀的旅館和知名餐飲，甚至把他們搬進台灣，潘思亮透露，其中潘思亮引進不少餐飲品牌，包括中環日本料理和德科、高樓和中環知名店等，並將品華品華地下經營的品華品牌。

線、不斷向外延伸發展，並將品華品牌影響力，一躍而上國際市場，展現了潘思亮卓越的經營領導力，而另一突圍利器，則是「精準定位」。

Steven Pan – Chairman of Regent Hotels & Resorts In an interview with THL Magazine

THL
Focus



好市多亞洲區總裁張漢，Richard Chang, Senior Vice President Asia, Costco.

Creating a Win-Win Situation and New Value for the Retail Market

專訪好市多亞洲區總裁張漢

欣臨企業與好市多合作已超過 15 年，欣臨是國內最具規模且深具國際化的專業供應商，不但能理解好市多的做法，更因為欣臨提供給好市多的服務，遠比他們想像重要的多。

THL has been cooperating with Costco for more than 15 years. As the leading FMCG (Fast Moving Consumer Goods) vendor in Taiwan, THL not only identifies with Costco's business concepts, but also provides services beyond Costco's expectations.

文/林麗霞 攝影/謝偉偉

早為九點半，距離好市多內湖店開門營業時間還有半小時，門外已是人潮湧動，大批買客，這場戰事每天在好市多上演，一到假日，現場排隊的人潮更是絡繹不絕。自從 1997 年好市多進駐台灣，在高雄開設第一家分店以來，好市多已成為好市多全台 19 間分店的門戶。

好市多是全台灣第一家付費會員制的連鎖店，在好市多的會員卡數已達 260 萬張，平均起來，全台灣 9 人就有 1 人持有好市多會員卡，每年繳納年費高達九元，居亞洲第一。好市多的成功關鍵之一，就在於精選商品，一經大型賣場，商品項數能七、八萬種以吸引消費者上門，進駐顧客越多，人潮越多，進而帶動全店銷售額。但是在好市多，品項卻只有「至少」四千種。

At 9:30 in the morning, a long queue snaked its way outside the entrance of Costco Neihu Shop, which is yet to open for another half an hour later. Since Costco opened its first branch in Kaohsiung, Taiwan in 1997, long queues are just part of the daily scene in Costco's 13 stores across the country.

Costco is the only wholesale company that charges a membership fee in Taiwan. So far, Costco Taiwan has more than 2.6 million members in Taiwan. On average, one in every nine people in Taiwan holds a Costco membership card, ranking as number one in Asia. One of the key success factors for Costco, precisely, is its insistence to select the best products. To attract consumers, most retailers offer at least 70,000 - 80,000 products. Costco, nevertheless, provides "no more than" 4,000 products.



好市多除了提供優質商品，更提供優質的購物體驗。好市多提供優質商品，更提供優質的購物體驗。好市多提供優質商品，更提供優質的購物體驗。

Richard Chang - Senior VP of Costco Asia In an interview with THL Magazine

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Creating a Win-Win Situation and New Value for the Retail Market



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Thank You!



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