

報章
Press

Industrialist

刊登日期
Publish Date

2019-08-01

標題
Title

港 · 內銷

相關德國寶產品
Related Product(s)

德國寶 German Pool

港·內銷
Midmarket Market, No. 1



中區及新界區。這與德國的經濟狀況一致。此外，內銷市場的增長也吸引了許多投資者。不過，內銷市場的增長也面臨一些挑戰。例如，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。此外，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。此外，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。

轉機與挑戰

轉機與挑戰

轉機與挑戰

轉機與挑戰

The wholesale market is mainly for products to large-scale distributors, including various large government stores and supermarkets. As compared with turning for own retail shops, paying supermarkts such as large food would impact more financial burden as well as yield greater benefits. He said, The new production plant located in Hapong, Guangdong has commenced operation. It is the first large-scale plant with significantly enhanced manufacturing capacity and automation level. The plant is also certified with ISO 22000 Food Safety Management standard and Hazard Analysis and Critical Control Points (HACCP).

Speaking about the group's long-term development in the mainland, Mr. Sato said that Foshan's business sales as 20% to 30% of the total turnover, and he hopes that such proportion can be gradually enhanced to 50% with the wholesale strategy. In his view, there are still many potential opportunities to be grasped in the mainland market. He held the such opportunities are worthwhile.

to be explored and opened up by Hong Kong enterprises. However, an equilibrium discrepancy also between the mainland and local markets, Hong Kong companies ought to do thorough preparation beforehand. Mr. Sato advised, "The prudent period of running a business in the mainland is relatively long, and there are a lot of hidden consumption costs throughout the operation. As various regions also have different policies, Hong Kong businesses should get to know the entire market situation first, and if co-ordinating help overseas the others."

German Pool - Continuous Learning and Strategy Review is the Key

Starting its business in Hong Kong 38 years ago, German Pool set up factories in Shunde in its early years. It sees Hong Kong and Shunde as its major markets, while focusing on B2B business in the Mainland market. In 2016, the financial downturn swept across the world and led to a global economic recession. However, this also created new opportunities for German



圖為黃佩珍

Pool to tap the B2B market in the Mainland. German Pool Group Company's Global Director, Director Professor Helen Chan said, "Despite the up and down that we encountered when venturing into the retail market in Shunde, we believe that only the continuous learning and strategy review can we stand the test of time."

Online and Offline Marketing as a Two-pronged Approach

Due to the far-reaching impacts of the US mortgage mortgage crisis in 2008, many companies which engaged in import and export trade in the Mainland experienced great operation difficulties. In view of this, the Mainland Government promoted domestic sales vigorously. Coupled with the subsidies provided by the HKSAR Government, German Pool took up the opportunity and engaged many benefits. Thanks to the government funds, the cost of expanding domestic sales dropped. We built our own factories in the Mainland. We have a long-established



圖為黃佩珍



的生產和銷售。此外，內銷市場的增長也吸引了許多投資者。不過，內銷市場的增長也面臨一些挑戰。例如，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。此外，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。

網上線下雙管齊下

由於受到2008年美國次貸危機的影響，許多從事進出口貿易的公司都面臨了經營困難。為此，內地政府大力推廣國內銷售。在港區政府的資助下，德國泳池把握了這一機會，在內地建立了自己的工廠。我們在香港擁有悠久的歷史，在內地市場也建立了自己的工廠。我們在香港擁有悠久的歷史，在內地市場也建立了自己的工廠。

的生產和銷售。此外，內銷市場的增長也吸引了許多投資者。不過，內銷市場的增長也面臨一些挑戰。例如，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。此外，由於內銷市場的增長，一些投資者開始將目光轉向海外市場。