



Press Release

Lidl Asia establishes Global Trading Hub in Singapore

Lidl Asia's Singapore office is a centralized hub overseeing sourcing in Asia and trading activities with Lidl International

Singapore, 10 November 2022 – Lidl Asia, the sourcing arm for Lidl International, a food and retail industry leader in Europe and part of the Schwarz Group, announced today the establishment of its Global Trading Hub in Singapore. This comes after the company's strategic initiative to streamline sourcing operations in Asia. The Singapore trading hub plays a key role in optimizing the company's global sourcing and trading organization, which will contribute to achieving business growth objectives.

Lidl Asia's corporate presence in Singapore dates to 2018 when the company first set up its office here with the support from the Singapore Economic Development Board (EDB) and Enterprise Singapore (EnterpriseSG). Singapore's favorable ecosystem and extensive connectivity network makes it an attractive base location, while the company continues to expand its footprint by setting up further offices in Asia. This enables the company to be closer to the markets it operates in and increase its local presence and visibility. As the Global Trading Hub, the Singapore office will not only be the key point of contact for trading activities with Lidl International, but also oversees sourcing operations in other parts of Asia. Other locations Lidl Asia operates in today include Hong Kong, Mainland China, Vietnam, Cambodia, Bangladesh and Pakistan.

With a vision for transformational growth and expansion, Lidl Asia has since moved its head office in Singapore to Mapletree Business City, an integrated business park, joining other big players in the tech, retail, and pharma industries in Singapore. The opening of the new office, which was officiated by Management on 27 September 2022, marks a new beginning for Lidl Asia.

Mr Robert Maier, Chief Executive Officer, Lidl Asia, said: "Setting up a global trading hub in Singapore is a strategic business decision given Singapore's attractive ecosystem, which will yield long-term financial and operational benefits for the company. We appreciate the steadfast support from the Singapore government in the journey from operationalizing our office structure here to what we have achieved today. With this hub, we look forward to diversifying our sourcing network and welcome industry relevant talents to join us."

Mr Lee Pak Sing, Assistant Chief Executive Officer for Trade, Connectivity and Business Services at Enterprise Singapore, said: "We welcome Lidl Asia's strategic decision to anchor its global trading hub in Singapore. Enterprise Singapore will continue to partner with global traders like Lidl Asia to



Press Release

build on their trading activities to go into newer priorities such as digitalization, sustainability and innovation. This will strengthen Singapore's competitiveness as a global trading hub, deepen and widen Singapore's trade with the rest of the world, as well as create more good job opportunities."

About Lidl Asia

Established in 2006, Lidl Asia is a sourcing arm for Lidl International, a German-headquartered discount retail chain. We have more than 1000 employees across Asia in Singapore, Hong Kong as well as Mainland China, Bangladesh, Pakistan, Myanmar, Cambodia and Vietnam. Together, we handle every stage of the sourcing process from product development to realization, production, quality assurance and delivery. Today, the company works with over 600 factories, producing over 200 product categories under the broad categories Textiles, Hardgoods, Food and Near Food for Lidl. These products are distributed to over 30 countries, bringing quality products at affordable prices to the shelves of our Lidl stores globally.

For more information, visit our website at <https://lidl.asia> or follow us on [LinkedIn](#) and [Facebook](#).

For media enquiries, please contact:

Sherleen NG

Manager

Corporate Communications

Lidl Asia Pte Ltd

Mobile: 96737305

Email: sherleen.ng@lidl.sg