

# Case Study

## Retailer Sources European Supplies Through Hellmann



A Chinese high end instrument retailer focuses on special European products that they purchase in relatively low volumes. With over 70 suppliers in Europe, of which some supply on a weekly basis while others only once or twice a year, the operation is complex.

### Starting Situation

Challenged by time difference and language barriers, the retailer struggled to build a good relationship with its suppliers.



Usually things worked out well, but sometimes challenges were difficult to overcome from 8000 km away. A trusted local partner in the sourcing region would solve a lot of challenges.

### Solution

Hellmann was appointed as the central procurement party. In addition to purchase and consolidation of the products, we communicate and negotiate with the European suppliers on behalf of the Chinese organization.



Altogether, this strongly optimizes the efficiency of communication and transportation. We are the escalation point for the European suppliers and most challenges can be resolved locally without the need to involve the Chinese retailer in such communication.

### Conclusion

The central procurement role of Hellmann turned into a regional solution in which all sourcing and related communication and escalation is performed by Hellmann while the retailer can focus on their core activities.



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