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ASIA EDITION

Sigma Aldrich expands presence in China

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Sigma Aldrich expands China presence with new website and product offerings



Singapore: Sigma-Aldrich launched a redesigned website for China (www.sigmaaldrich.com/china), which will offer more relevant content, improved search results, enhanced product detail pages and a completely translated homepage. The company also unveiled its new Vetec brand product line, providing the China market with a broader portfolio of reliable-quality laboratory reagents, designed to meet the research needs of local customers.

Mr Shaf Yousaf, chief marketing officer, Sigma-Aldrich, said that, "The company is widely known for its direct sales team with strong customer relations, its vast distribution network and its expanding Asia Pacifc footprint. China represents a significant opportunity for us. We expect the Vetec brand and enhanced local web presence will support organic growth, while further demonstrating our long-term commitment to this market."

Mr Wilson Wang, MD, Greater China, Sigma-Aldrich, said that, "Vetec and the new website were designed with the Chinese customer in mind. Vetec provides scientists with a reliable-quality alternative for the chemicals and biochemicals they use daily and will help the Company meet the needs of new customer segments. The website will give those same customers a more optimal online experience."

Based on input from extensive customer interviews and usability testing, the new China website offers relevant localized content, local product promotions, a high touch customer experience with easy access to customer service, a completely translated homepage and improved search results and product detail pages. It is expected to strengthen the already powerful connection between Sigma-Aldrich and the Chinese research community.

Ms Amanda Halford, Sigma-Aldrich VP of digital marketing and customer experience, said that, "With traffic to our website in China growing significantly each month, we expect these enhancements will accelerate the already extensive use of the site for research and convenient procurement of scientific products."