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Axfood opens representative office in China

Axfood announces the opening of its representative office in Shanghai on Monday, 11 August.

The new office will work with purchasing from China and Southeast Asia, be a driving force in the build-up of supplier contacts and monitor developments in the markets in China and Southeast Asia.

A large share of the non-food products sold by Axfood's store chains come from China.

"By being on location in China, we can assure all aspects of the purchasing process, including relations with suppliers, work environment issues, logistics, quality, delivery times and control of work conditions in factories," says Jonas Peterson, Purchasing Manager for non-food products at Axfood.

"It is important to build own relations in order to be successful doing business in China," says Peterson. "We want to take a long-term approach to our work with suppliers, not least in order to convey our view of how work conditions should be and how important such matters are for us."

Anders Strålman, President and CEO of Axfood, comments: "This venture will enable us to gain first-hand information on the development of matters that affect our business. I am convinced that the establishment of our office in Shanghai will contribute to good business for Axfood."

Axfood's office has been established in close cooperation with the Swedish Trade Council. The office is located on Nanjing Road, Shanghai's main thoroughfare.

Mats Sjö Dahl, Purchasing Director of Axfood, Ulf Renée, Head of the Non-food Products business area, and Jonas Peterson were present during the inauguration of the Shanghai office.

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys, Willys hemma and PrisXtra, comprising approximately 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange in Stockholm. Axel Johnson AB is the principal owner, with approximately 46% of the shares.