

# German-based ice-cream manufacturer sets up regional headquarters in Hong Kong (with photo)

â€‹German-based ice-cream manufacturer Martosca announced today (October 27) that it has opened its regional headquarters in Hong Kong, leveraging the city's strategic location to bring its organic premium ice-cream and fruit sorbet brands to the region.

Martosca produces organic ice-cream, in dairy as well as fruit sorbets in vegan, that are certified as Demeter, which is one of the strictest standards for organic agriculture worldwide. It also claims to produce premium conventional ice-cream in dairy and vegan using the finest raw materials without any artificial flavoring. Its products are not only popular in Germany and other European markets, but also are getting a very good response from Hong Kong retailers, according to its Director of Sales, Asia Pacific, Mr Oliver Matthees.

Mr Matthees said, "We have already secured three Hong Kong retailers to launch our dairy and fruit sorbet products both online and offline. We also target to launch two new product ranges next year to further develop our product portfolio in the city. Hong Kong will be our perfect launch pad to introduce our brands in the region."

He explained, "Hong Kong is not only the business centre of Asia Pacific markets, but also an international hub with favorable conditions to set up a company. It is easy, efficient and transparent to do business here. Our Hong Kong regional headquarters is fully responsible for our expansion in Asia Pacific and will manage sales, logistics, daily operations and coordination with our Germany headquarters and our Thailand branch office."

Associate Director-General of Investment Promotion, Mr Charles Ng, said, "We are happy to see that Martosca has chosen Hong Kong as its regional base to introduce its brands to the region. The city's free port status, easy customs procedures and well-established logistics and transportation network make it an ideal place for Martosca to operate and manage its business in the region."

## About Martosca

Martosca Speiseeismanufaktur GmbH is a premium and organic Demeter ice-cream manufacturer from Germany. It produces two famous ice-cream and fruit sorbet brands "Martosca" and "Sandro's Bio", and enjoys a good market share in Germany and other European markets. For more information, please visit [www.martosca.com](http://www.martosca.com) or [www.sandros-bio.com](http://www.sandros-bio.com).

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