



## **DHL eCommerce launches Fulfillment Center in Sydney to enable international brands to reach the Australian consumer**

- **New facility in Sydney, Australia offers flexible, fully-integrated inventory management and last-mile delivery for international brands and retailers**
- **DHL eCommerce “Plug-and-play” system allows retailers to scale globally, quickly and easily**

**Sydney, 16 January, 2017:** DHL eCommerce, a division of the world’s leading logistics company, Deutsche Post DHL Group, today announced the launch of its Fulfillment Center in Sydney, Australia to support booming demand for overseas goods amongst Australia’s online shoppers. International brands and retailers are now able to reach out to the rapidly growing Australia market.

“Australian shoppers are the second-most likely in the world to buy online from overseas merchants,[1] and the significance of their purchasing power will only increase as cross-border e-commerce grows at an average of 29% per year until 2020,[2]” said Damien Sheehan, Managing Director Australia, DHL eCommerce. “Online retailers need to overcome the traditional problems associated with overseas expansion – finding new suppliers in each market, delivering shipments within days not weeks, and keeping costs in check – if they want to stay competitive in this borderless future.”

“The launch of our Australian Fulfillment Center gives our customers immediate access to one of the world’s most mature and fastest growing e-commerce markets, with the scalability and quality needed to reach Australia’s highly savvy online shoppers.”

The Fulfillment Center will provide overseas merchants with fast, flexible shipping that integrates inbound freight, inventory, and last mile delivery in a single consolidated service. The center also operates using the same service level agreements, management platforms, and customer support as all other parts of DHL eCommerce’s global Fulfillment network, allowing existing customers to expand their sales into Australia with minimal onboarding time and hassle.

“E-commerce has gone borderless, and order fulfilment needs to do the same,” says Charles Brewer, CEO DHL eCommerce. “Our Australian facility adds another node to our standardized global network of Fulfillment Centers located in US, Mexico, India, Hong Kong and Central Europe, eliminating the need for e-commerce merchants to hunt for new logistics partners as they look to expand their global reach.”

The center’s design accommodates front-end integration with a range of popular marketplace and web-shop platforms, as well as multichannel order management and last-mile solutions for immediate and highly-accurate deliveries all across Australia. All of the center’s services operate on a pay-per-use model with no capital spend or fixed costs.

“The value of Australian e-commerce sales is expected to grow by nearly 50% between now and 2020, making cost-effectiveness and scalability *the* critical issues for online retailers in the country,” said Malcolm Monteiro, CEO Asia Pacific, DHL eCommerce. “Whether it’s extending into new channels, offering more delivery options, or simply increasing inventory

and warehouse capacity, global brands need fulfillment solutions that can adapt to their needs without requiring hands-on intervention every time a change occurs.”

“Global e-tailers can access our latest fulfillment center for simplified nationwide inventory and last-mile delivery and also as part of a rapid and painless global expansion.”

Learn more: <https://www.logistics.dhl/sg-en/ecommerce/fulfillment.html>

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**DHL** is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 340,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 59 billion euros in 2015.