



Songfuli Co., Ltd.

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Company Profile

Songfuli Co., Ltd. is a marketing, trading and consulting company based in Taipei, Taiwan. We are specialized in marketing of consumer products in Taiwan, import and export, as well as consulting in trading related matters.

Managed by a German-Taiwanese team Songfuli is at home in both the Western and Asian world. This helps us to communicate efficiently in both directions and adjust different perceptions. We have experienced that communication across different cultures goes beyond language and accomodate this in our daily work.

The company was founded in 2004 by an investor from Germany together with Taiwanese partners. We are registered as a private limited company with shareholders (equivalent to a GmbH in Germany).

Like any company registered in Taiwan we have a name written in Chinese characters.

松福禮

Songfuli is the pronunciation of these three characters.

Registration

Place: Taipei, Taiwan

Tax number: 27368676

Manging Director: Chen Jui-Chun

Member of Importers and Exporters Association of Taipei

http://www.ieatpe.org.tw/eqry/qu_1_show.asp?id=26784

(link might not be up-to-date)

Bank

Bank: Taipei Fubon Bank, Min-Sheng Branch

Account name: Songfuli Co., Ltd.

Account number: 454102302266

SWIFT code: TPBKTWTP454

Motto

» We combine the advantages of the Western and Asian world, communicate and cooperate open and efficiently, build a trustful partnership with our clients and suppliers. «

Services

We help manufacturers and trading firms interested in export of consumer products to Taiwan with marketing and consulting, and we assist companies that want to import goods from Taiwan, China and Asia.

Marketing

Despite its small area Taiwan has a sizeable population with high-spending consumers. Through years of activity Songfuli has collected detailed knowledge and experience in marketing consumer products, especially in the health and food sector.

We are very active on the market through promotions, exhibitions, events and contact with the media. Through our daily work we constantly discover new niches and business opportunities.

Distribution

Being well represented in the most important sales channels is crucial for successful distribution of consumer products. Songfuli has succeeded to get its products listed in most drugstore chains, as well as pharmacies, department stores, and Internet webshops.

Furthermore we support our sales channels by conducting frequent promotions. For more detailed information on our sales channels, please visit our website www.vitafresh.biz (in Chinese).

Promotion

Whenever we launch new products in the market, we support them with frequent promotions in their respective retail outlets - like drugstores, pharmacies and department stores. We also participate in a number of exhibitions as well as conduct other events.

Branding

In 2006 Songfuli launched Vitafresh, our own brand for consumer health products. Our main products under the Vitafresh label are effervescent tablets, which are manufactured and packed in Germany. By importing under our own brand we combine the advantages of having a top quality product at our disposal, while featuring a design, which is made with the local taste in mind. At the same time we are standing out because of special flavors, exclusively developed for us.

Trading

Taiwan is one of the leading economies in Asia and one of the largest foreign investors in China, Vietnam and other countries in Asia.

With direct access to manufacturers, government departments and trade chambers Songfuli is in a good position to cater to all our client's trading needs.

Import / Export

As an export-oriented economy with a diversified manufacturing sector Taiwan offers a wide variety of products and suppliers. At the same, due to the continuous rise of living standard, imported products are increasingly in demand, too.

Songfuli is ready to support in both import and export as well as all related activities.

Supplier Sourcing

We find and evaluate suppliers suitable for your product specification and trade volume, irrespective whether they produce in Taiwan, China or elsewhere in Asia.

Our value lies in the information that goes beyond what can be obtained from a trade directory. Through personal talks and inspection of production facilities we get the real impression of the supplier's capabilities and product quality.

Market Survey

Before importing a new product we survey the respective market segment with respect to size, chances and investment. This serves our suppliers and ourselves as a basis for selecting the most effective market strategy.

Through our extensive network we are able to obtain insider information, which can be valuable input during the planning phase of a market introduction.

Consulting

For Songfuli trading does not only involve import and export, but also all related activities, which help to make a product successful in the market. This includes clarification of import regulations and other legal matters, as well as marketing support through graphic design and Internet services.

Import Regulations

All products imported into Taiwan must be labeled in Chinese language, according to the regulations of the Taiwanese Department of Health. Furthermore, for many product categories special import licences are required. Wrong implementation of the regulations can lead to severe financial damage and loss of consumer reputation.

Songfuli can help you to specify your products correctly and avoid problems from the beginning.

Graphic Design

Songfuli has the know-how to perform all common graphic design tasks, starting from name cards to flyers, advertisements and posters. In cooperation with our packaging partners we develop ready-to-print or pre-press designs for products, samples and shelf displays.

Internet Marketing

Songfuli can help you to leverage the Internet to support your Marketing activities. Like we designed the Vitafresh website for our own brand, we can also setup a web presence in Chinese or other languages for your products.

We also contributed our know-how to leading trade organizations in Taiwan.