



[VISIT HOMEPAGE](#) ➤

Welcome to the world
of Wünsche.





Nothing is as flexible as solid principles.

A family-run company, shaped by traditional merchant values, with over 35 branch offices worldwide and more than 25 independently operating companies, introduces itself to you: the Wünsche Group.

A company that has a tradition of doing many things a little bit differently. For instance, our standard is to be economically successful and, at the same time, fair and responsible. We not only place high demands on our partners and suppliers,

we place them on ourselves, too – proving that dynamics, farsightedness and straightforwardness are natural parts of our DNA. One may be considered stubborn when sticking to one's principles – for us, however, it has kept us fresh and agile time and time again for 80 years. And it ensures our employees and partners can fully and entirely rely on us. Even in a highly complex world, we do business according to simple rules. Welcome to the world of trade – the world of Wünsche, the world of wishes.



We are not at all surprised that trade and transition have the same beginning.

When a good idea becomes a great product, and this product then finds just the right manufacturer, and its way into your shopping basket is perfectly organised, then it may just be that we are behind it all. What we began over 80 years ago in Germany is now what we are doing all over the globe today: in Europe, the USA and more and more in Australia and Asia.

We reliably develop and procure popular consumer goods and high-quality industrial products. Food and Fashion, Electronics, Non-Food, E-Commerce and Service: this is Wünsche. A traditional company that flies the flag for the highest entrepreneurial standards – and prefers to let this flag fly in gusts of fresh air.

The history of a company which also lived in the future back in the day.

If you want to go far, it's best if you know where you're going. At Wünsche, we have always recognised early on which path will lead us in the direction of intelligent growth. The move to the open-minded city of Hamburg is evidence of the first step we took in opening up business worldwide. Ever since then, we have always been ready for positive change at the right time. Whether we tapped into new business fields, new logistics opportunities and competencies or new regions – the growth of the Wünsche Group has also always been an evolution. The future waits for no one – that's why we feel so much at home in it.

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1934

FOUNDING OF
THE GRAIN AND FEED COMPANY
LUDWIG WÜNSCHE & CO.
IN HALLE, GERMANY

- 1949 MOVE OF HEADQUARTERS TO HAMBURG, GERMANY
- 1959 ENTRY INTO THE FOOD TRADE
- 1982 DEVELOPMENT OF THE CONSUMER DIVISION
- 1983 OPENING OF OFFICE IN SHANGHAI
- 1989 FLOTATION OF WÜNSCHE AG
- 1992 WÜNSCHE TRADING COMPANY,
DARIO AND VINNEN LEAVE THE CORPORATION
- 1995 DEVELOPMENT OF THE FASHION DIVISION
- 1998 FOUNDING OF THE ELECTRONICS DIVISION
- 2011 EXPANSION INTO THE USA
- 2012 FOUNDING OF THE E-COMMERCE DIVISION
- 2016 MORE THAN 1,000 EMPLOYEES

If you want to understand international markets, you have to get a good close look at them. The Wünsche Group is not only in the same cities and locations as our manufacturers – we have also built up an extremely high-performing network of synergies over the years and around the globe. We count on reliable partners who do business responsibly. And it works:

short distances ensure we can make decisions fast. So we receive the best product at unbeatable prices. And our partners worldwide can be sure that business with us is always straightforward, competent and at eye level. The result of such close collaboration satisfies the highest standards. And, in turn, even our own.

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Is there a better reason for you to be there than to be there?



You recognise a big company by the big things it aims to achieve.

We are happy to be so successful, yet we never rest on our laurels. We are much too enterprising to take a break or stand still. Instead, we prefer to go out into the wide world and search for the big solutions. And these are not seldom found in products made from a novel idea offering a surprise. Because one is most likely to find new things by taking new

paths, we gladly leave the beaten path to the others. In this way, we create added value for our customers and production partners. Added values, to be more precise – after all, we deliver thousands of ideas every year that boost the profits of our customers.

Success is always the success of many.

We are the specialists among jacks-of-all-trades. And the jack-of-all-trades among specialists. At Wünsche, business fields such as Food, Fashion, Electronics, Non-Food, E-Commerce and Service come together in a way that makes the experts of each field perfectly complement one another. The result of this synergy is long-term growth and sustainable

success. And where the existing parts work together so smoothly, new fields are also integrated organically. Each company safeguards its growing identity, and its entrepreneurial freedom, too. The holding's task is to set up a joint strategy and provide services to the companies, such as management accounting, personnel, IT, logistics and finances.

The strengths and experience of the group of companies help each field to grow and go its own way, so that everyone can profit. At Wünsche, the highly specialised knowledge of our experts in the various business fields is just as important as maintaining the overview and networking, which only a global player has and can do. This creates flexibility and depend-

ability, makes us innovative and pays off along the entire value-added chain. It also ensures we have the know-how about a number of unbelievably diverse consumer goods. The world of Wünsche combines the best of both worlds.

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| Wünsche Group | | | | | |
|---|--|--|--|--|---|
| Food | Fashion | Electronics | Non-Food | E-Commerce | Service |
|  |  |  |  |  |  |
| <div>Fruit</div> <div>Vegetables</div> <div>Fish</div> <div>Convenience items</div> <div>Country specialities</div> | <div>Ladies</div> <div>Men's</div> <div>Children</div> <div>Sports</div> <div>Shoes</div> <div>Hosiery</div> | <div>Lights and lamps</div> <div>Small electrical appliances</div> <div>Consumer electronics</div> | <div>Sports and leisure goods</div> <div>Paper and stationery</div> <div>Household goods</div> <div>Gifts</div> <div>Furniture</div> | <div>Online trade</div> | <div>Logistics</div> <div>Quality</div> <div>Social compliance</div> <div>Customer service</div> <div>Internal services</div> |



Food

Whoever said that you cannot eat good ideas?

Why can't canned food also be particularly canny? Convenience food of all things is rapidly changing in today's world.

The fact that canned food and frozen products maintain their quality for months is no longer enough – a feeling for what will be on the plates of tomorrow is indispensable today. But you need more than just a fine nose for future trends. Ideas must also be fast and well executed. It's a good thing we, as one of Europe's leading trade companies, are able to work together with international producers as partners and on-site. Whether fruit, vegetables or seafood products, convenience items or

country-specific specialities: we react to the competition directly and quickly, to harvesting and fishing quotas, and, of course, to market developments. We not only discover and develop promising ideas from the foodstuffs industry worldwide, we also work on innovations ourselves and on making these possible. From the field to the supermarket shelf: we know what we are doing. And naturally, as in each of our business fields, meeting and exceeding international quality and social standards are an integral part of what we do best. This allows us to create added value for customers and producers – in a partnership that whets everyone's appetite for more.

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Fashion

A good thing business sense never goes out of fashion.

Many think it's impossible to predict which trends will come out on top. We don't think so.

Especially in the field of fashion, our sense for approaching styles and the fun we have making transitions are just two of our greatest advantages. You need experience, creativity and a good nose to always be right in your estimates – and that time and time again, over decades. For all bulk buyers who trade with shoes, casual and sports clothing, sleepwear and underwear, knits, foundation garments and swimwear, we are your first address. The right look at the right time is just one secret to our success. Our experts know each market, and hence the target groups, precisely. The products are designed in

our European design centre, which is supported by colleagues from all over the globe. In this way, our designs perfectly match the needs of our buyers. Because we have a tight-knit collaboration with producers, we can ensure designs are realised reliably, quickly and in line with our high ethical standards – with a keen eye on the quality of the material and workmanship.

And where others continue to focus their efforts on maintaining social and ecological guidelines, we are already in the process of improving them. Of course without compromising the optimal value for money. Fashion is continually changing and with Wünsche as your partner, it's easy to make the most of each trend for your type.

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Electronics

Much more than just electricity comes out of the socket nowadays.

Even when it comes to trading with technical devices, the right technique is what counts. Ours is simply convincing: we bank on speed, quality, design, good ideas and safety.

The product cycles are becoming tighter and tighter, the market becoming more fast-paced – what sounds like science fiction today is already outdated tomorrow. That's why it's good we work so closely together with our production partners in Europe and Asia and can react lightning-fast. And we remain trailblazing at the same time, because quality in each of our company's business fields is a must for us – also for our electronic devices, which are extremely high-performing and robust. But above all, we rely on our own in-house technical know-how. The Electronics division profits even more than the others from our own engineers. They often deliver the decisive spark with their good ideas – the one that ensures success, whether for

the development of a completely new kind of product or the evolution of tried-and-tested classics. What's more, they are also experts for product safety. When it comes to electronics, too, Wünsche takes every step for its partners – up to the shops' shelves. Our network of reliable manufacturing companies and the collaboration of the company's business fields allow for smooth processes. And beyond that, when viewed from the outside, also for a seemingly fully automatically functioning product development, manufacturing monitoring, quality assurance, delivery, logistics and, particularly for electronics, the often complex after-sales service.

Brown and white goods, lighting and more – it may be the case that the development of these products is rapidly moving forward. But regardless of where they are going, we are already there.

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Non-Food

Tangible success with tangible goods.

“Non-food” items at Wünsche are garden, recreation and sport articles, decoration, stationery supplies, furniture and household goods made of stainless steel, plastic, glass, porcelain or ceramic.

This not only sounds enormously diverse, it is. Particularly when it comes to the best well-thought-through objects for everyday use, you often do not see just how much know-how has gone into creating them. Good thing, then, that we can rely on our experts in this business field, too. They know the markets and ensure personally and with great dedication on-site that orders are handled precisely and at

the highest quality level. Both customers and lawmakers alike place high demands on us, particularly for such products – and this is just how we like it. The result, for instance, is a yoga mat, a thermos cup or an insect hotel which we and the producers can stand behind fully and completely. But we are also the right address for innovations. Our frequently years-long relations with suppliers mean that new products can be quickly and reliably made ready for market in cooperation with us. And, as always, in compliance with international quality and safety standards, and with good value for money. Team spirit pays off – with tangible success for everyone.

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E-Commerce

It's nice when 100 years of tradition make you fit for e-commerce.

It's no secret that online retail is booming. Just as little as the fact that the Wünsche Group is a good partner for everyone who wants a piece of the pie.

Trade is transition, which has long since transferred over into our DNA – and with our flexible structure, we are made for business on the Net. We know that companies indeed have to adjust and adapt to changing purchasing behaviour online. But the same goes the other way around, too. “Now also online” is not enough – successful e-commerce requires individual ideas which perfectly match companies, products and target groups. It is often the case that seemingly simple solutions are behind

highly complex IT and supply chain processes. Our customers have good reason for putting their trust in us when they place the creative conception of their tailored online platform in the hands of our specialists in the fields of IT, design and marketing communication.

In 2012, we founded Latupo, a company which specialises in products sold online. But above all, Latupo has the individual software and IT solutions needed to make online shops successful. Latupo supports you in the selection of new offers as well as the composition of concepts for product ranges and brands. It has clicked for many of our partners today. And for more every day.

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Service

It's a pleasure to be able to do something for you. And for us at the same time, too.

It pays to be part of the Wünsche Group. Our affiliates profit all round from what we understand to be service: this would be logistics, personnel, quality, finances, CR, IT and customer service.

All of this has lots of advantages. For instance, that, as a result, each individual company can concentrate on what's essential: its business – and truly strive to reach the peak of its performance. Or that you don't have to continually reinvent the wheel – for each challenge there has long been the right solution within the company. Or that valuable resources can be leveraged together and in an optimal way – wherever they can be used to their fullest. Thus, administrative tasks are left to those who understand them the best. And all others can fully focus their energy and expertise on investing in viable product ideas and creating solutions for their cus-

tomers. The fact that we can count on this team of in-house service providers so much also has a host of benefits for you: we remain flexible, are fast and proactive, and ensure that the costs are within budget at the same time. This enables us to be competitive and makes it easier for us to integrate new companies – especially in foreign countries. Our country offices make sure we have fast access to procurement markets or are responsible for international sales.

All together, they are an invaluable advantage for us within global competition. Our Service Unit, too, is naturally, like all other parts of the Wünsche Group, obligated to comply with high social and environmental standards. They pay particular attention to continually assuring that these are also in place in other company fields. This is what we understand to be all-round service.

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35

locations

in more than
10
countries

The world is round. And the game has just begun.

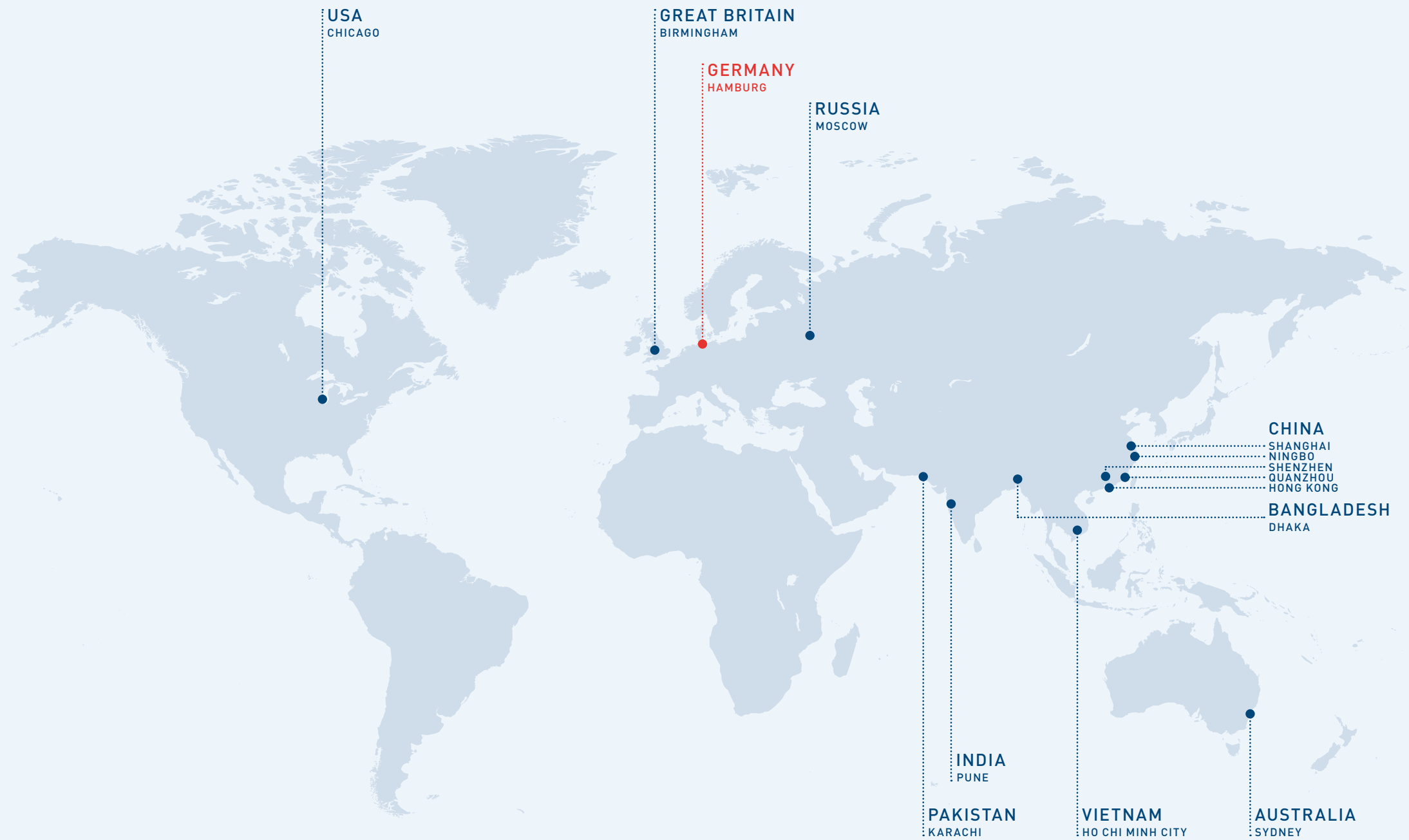
When it comes to procurement and sales, we are there where it matters most: on-site. This enables us to react competently, quickly and smoothly. Which pays off for everyone involved: our customers can build on reliable

quality and uncomplicated processes, our suppliers on genuine partnerships, and us all on the high ethical and entrepreneurial standards that go for all parts of the Wünsche Group – whether in Hamburg, Sydney or Shanghai.

• LOCATIONS WORLDWIDE

Germany · Great Britain · Russia · China
Vietnam · Pakistan · Bangladesh · India
USA · Australia





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