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R3D Global Appointed as Marketing Representative for HORECA Marketplace

R3D Global Limited (ASX: R3D) has been appointed by HORECA Marketplace as its Marketing Representative for its new e-commerce campaign, “Washoku Treasure” in Australia. The e-commerce supply chain campaign onboards Japanese restaurants directly with suppliers from Japan through an online platform.

As part of the campaign, R3D Global will link Japanese restaurants, starting in Sydney, and onboard them directly on the supply ordering platform. With access to thousands of products from Japan in one system, the platform will provide sustainable, cost savings and competitive advantages to participating restaurants.

“One of the most significant benefits of the use of electronic marketplaces such as this platform is the ability to connect thousands of suppliers in Japan with hundreds of restaurants in Sydney. We are excited to be working with HORECA Marketplace to leverage e-commerce technology and to promote a trustworthy platform for the benefit of restaurants and the hospitality industry in Australia,” said Florence Fang, CEO of R3D Global.

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About R3D Global Limited r3d.com.au

R3D Global Limited (ASX: R3D) is a global investor relations and public relations firm with a global media distribution platform, with a strong specialisation within Asian markets. Founded in 2004 and listed in 2016, R3D is headquartered in Sydney with operations across Asia. Backed by a management team with vast financial market and public relations experience, R3D provides disruptive, dynamic and digitally integrative marketing solutions to companies interested to reach out to new markets.

About HORECA Marketplace horeca-marketplace.com

HORECA Marketplace is a Singapore-based company providing trade services and solutions in partnership with companies in the food and consumer product industries, providing them access to local sales channels (both online and offline) and a platform for market outreach to customers all over Asia. The company is also supported by IM Holdings, one of the largest logistic companies in Singapore founded in 1999, which has regional warehouses in Singapore, Brunei, Malaysia, Indonesia, and China, providing a full spectrum of supply chain, trading as well as sales and marketing services.

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