



Rockhill Asia

SOURCE - BUILD - GROW

Company Portfolio

 Rockhill Asia

 rockhillasia.com

ABOUT US

Established in 2014, Rockhill Asia has been driven to provide our clients with the tools to succeed in focusing on what we do best: developing great products with our clients and finding the best factories to manufacture them.

With our Procurement Outsourcing Solutions, we allow businesses to gain significant cost optimization by having access to a full team of experts across Asia, and ultimately providing better pricing and smoother order management.

Our Procurement Services

- Direct Factory prices
- PrivateLabelDevelopment
- ProductDevelopment
- Complete Range Development based on Market Insights
- Source products from China, Vietnam, Thailand,Indonesia
- Documentation Support & Shipment preparation

RHA by figures

19 team members by 2024

11 key customers

Our Offices



Guangzhou
QC/ QA & Merchandising

Shanghai
Shipping/ Logistics

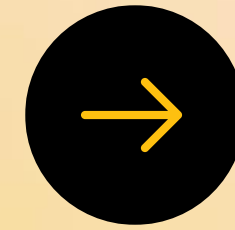
Hong Kong
Finance Center

Vietnam
Head Office & Merchandising

Our Clients



Management Team



With a Retail background working with large International Groups such as Carrefour, Central Group, but also an extensive know-how of Sourcing in China and Vietnam, managing trading companies in China, extensive expertise in negotiation, factory selection, supply chain know-how, the management team of RHA understands the challenges of the retail world while being experts in Asia Sourcing and Product Development.



Claude Rety
CEO

French American // Retail & Sourcing
Experience, 20 years in Asia /
Central Group / Carrefour ++



Fiona Li
COO

20 years Experience // Factory nego /
Supplier & Customer relationship /
Western mindset to communicate
with Asian Suppliers



Nina Xu
Supply Chain Director

22 years experience // Logistics,
Supply Chain,
Export Documentation, Consolidation



Loan Truong
Finance Controller &
Accounting

9 years experience // Reporting,
Bookkeeping, Invoice, and
Supplier contracts



Vision

By 2033, Rockhill Asia aspires to be the preferred procurement partner for leading global retailers, revolutionizing procurement practices through innovative technology, and expanding our influence with in-house product development, ultimately becoming a globally recognized sourcing solution

Mission

We empower global retailers through tailor-made and innovative procurement solutions from Asia.

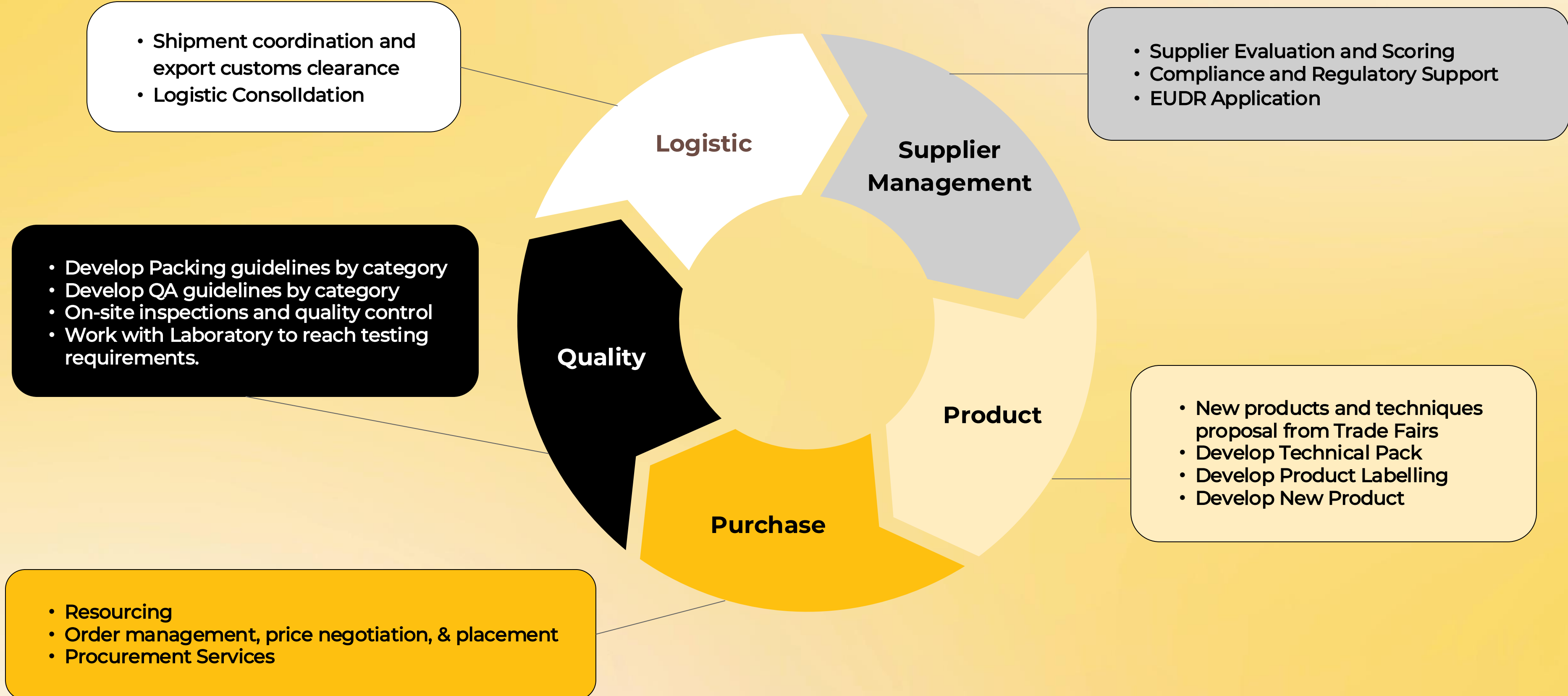
Purpose

Open the doors to reliable and creative manufacturing solutions in Asia for retailers worldwide. We aim to make the buyers' jobs easy, serve by solving, and create an environment beneficial to all stakeholders involved.

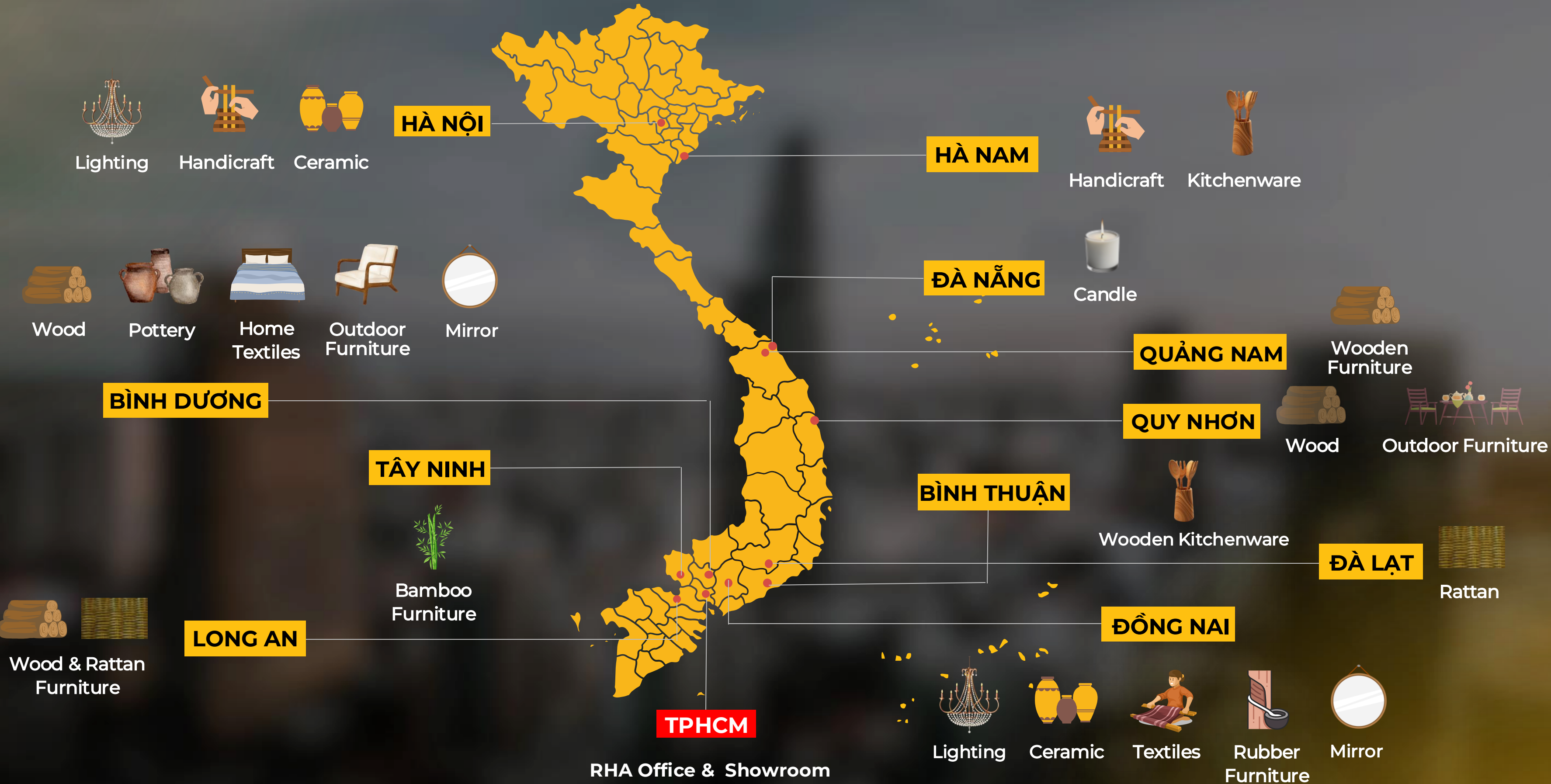




What Services RHA Offers?



VIETNAM - 350 SUPPLIERS



CHINA: 450 SUPPLIERS



Sustainable Sourcing: Ensure Wood Traceability

Supply Chain Mapping

Analyze and visualize the entire supply chain to ensure traceability

Risk Identification & Assessment

Pinpoint and evaluate potential non-compliance risks

Documentation Collection & Verification

Gather and authenticate essential compliance documents

Factory & Sourcing Area Audits

Conduct thorough inspections of production facilities and sourcing regions

Detailed Reporting & Expert Consultation

Deliver a comprehensive compliance report with actionable insights and guidance



Quality & Compliance

1

QUALITY ASSURANCE

Our Quality Assurance helps minimize defects, reduce costs, and avoid delays. With the robust QA protocols, we ensure your products meet the highest standards at every stage and achieve an edge over its river in the local market

2

COMPLIANCE

Through meticulous supplier and factory audits, we enforce strict compliance protocols, holding suppliers accountable for responsible practices in compliance with the law and the products supplied to customers are in accordance to the local standards and norms.

3

FACTORY AUDIT

Our Factory Audit provides a thorough on-site evaluation at the supplier's factory before orders are placed. We assess production capacity, quality control, and regulatory compliance, documenting key findings with detailed data and visual evidence. This helps clients understand the factory's operations and make informed decisions before any contract is signed.

4

INSPECTION

Our inspection service's goal is to balance cost and quality, providing customers with flexible options: On-site, online video, or 3rd-party evaluations, depending on order type, product novelty, and budget. Inspections are conducted at multiple production stages, checking product measures, characteristics and functions against confirmed specifications and standards. Products not meeting requirements are rejected or returned for rework.

5

CORRECTIVE ACTION PREVENTIVE ACTION (CAPA)

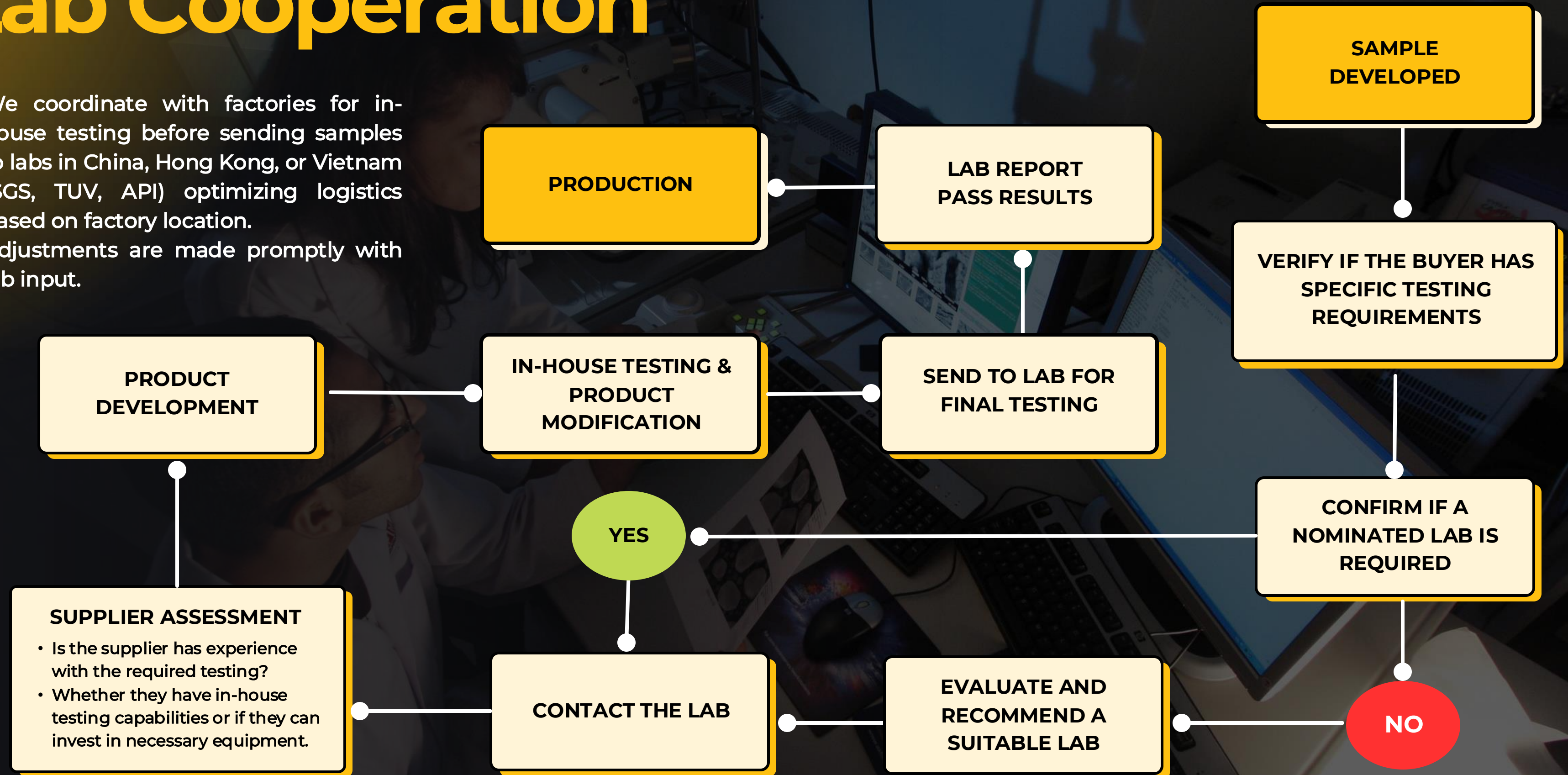
Develop high-quality, relevant, and valuable content that resonates with your target audience.

Consider various content formats such as blog posts, videos, infographics, podcasts, and interactive experiences.



Lab Cooperation

- We coordinate with factories for in-house testing before sending samples to labs in China, Hong Kong, or Vietnam (SGS, TUV, API) optimizing logistics based on factory location.
- Adjustments are made promptly with lab input.



- Outdoor & Indoor Furniture
- Outdoor & Indoor Small Furniture
- Outdoor & Indoor Greenary & Flora
- Pet Products
- Back-to-school Stationary & Art
- Seasonal Items (Xmas, Valentine,..)
- Kid Toys & Essentials
- Toy Arcades & Arcade Center
- Household
- FMCG
- Bakeware & Partyware
- Cookware
- Private Label & OEM/ODM Products

Business & Categories We Can Support

HOME DECOR

Unique & customized designs from main regions in SEA, which assure competitive price

- Tables & Seating
- Home Décor, Mirrors, Wall Decor, Statue, Pottery
- Tableware, Crockery
- Lighting: Lampshades, Table Lamp, Floor Lamp
- Kitchenware
- Dinnerware
- Glass Vase, Paper Vase



INDOOR FURNITURE

- Table: Dining Table; Coffee Table; Side Table; Bar Table; Desk, TV Table
- Chair: Dining Chair; Armchair; Barchair; Stool; Sofa
- Cabinet; Showcase; Cup Board; Wardrobe
- Stand: TV Stand; Night Stand



OUTDOOR FURNITURE

- Table: Bar table, dinner table
- Chair & Seating: Armchair, Bench, Deck chair, Bar chair, Lounger, Footstool
- Outdoor Set: Dining set, Bistro set, Bar set, Wicker set, Bamboo set



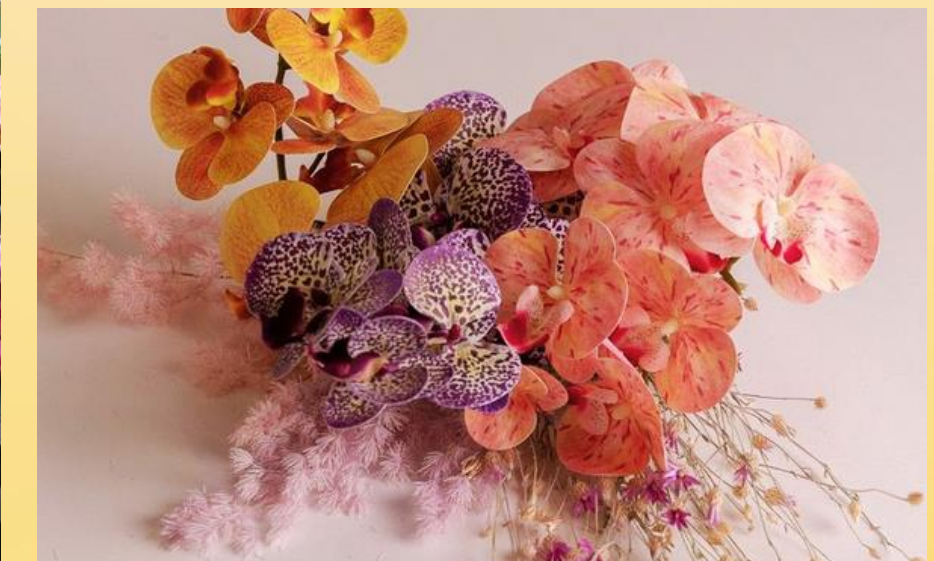
OUTDOOR & INDOOR SMALL FURNITURE

- Side table
- Stool, Seat
- Shelf
- Trolley, Footboard
- Trunk & chess
- Coat hanger
- Small storage furniture



OUTDOOR & INDOOR GREENARY & FLORA

- Dried flower
- Preserved flower
- Artificial plants, trees & flowers



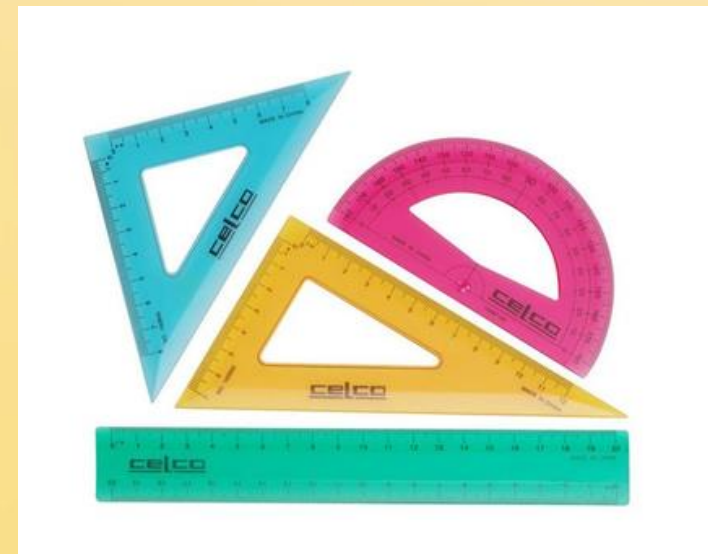
PET PRODUCTS

- Pet Feeder: Bowl, Water Bowl, Food Scoop, Water Fountain
- Pet Furniture: Bed, house
- Pet Toys: Bones, Cat Tree, etc
- Pet Accessories: Clothes, Backpack, Necklace, Leash, Cleaner



BACK-TO-SCHOOL STATIONARY & ART

- Pencil crayon, Oiled crayon
- Pen, ruler, pencil, ruler, scissor, etc
- Note paper
- File folder, binder clips, pen holder



SEASONAL ITEMS

(Christmas, Halloween, Valentine)

- Mugs & Reusable Cups
- Decorative Candles
- Ornaments and Baubles
- Gift Boxes and Packaging
- Stationery
- Tableware



HOME STORAGE

From the kitchen and bathroom to the living room and beyond, our storage solutions combine modern functionality with quality materials, including natural fibers (rattan, seagrass, water hyacinth, etc.) and durable plastic and sleek metal to deliver modern, functional style for every space.

- Lunch box, food keeper, food storage set
- Storage basket, Under-sink organizers, toiletry holders
- Dish drainer
- Magazine racks, toy storage boxes, decorative baskets, multi-purpose container.
- Closet organizers, laundry basket.



KIDS TOY & ESSENTIAL

- Baby toys (wooden/silicone toys, teether, bath toys, musical toys)
- Baby accessories (tablewares, bath tubs, play mats, baby fence)



TOYS STORES & ARCADE CENTER

Redemption Vault:

- Travel and accessories
- Toys and plush
- Gadgets
- Electronic games
- Stationaries



From small prices to large price substitutes;
Ranges by Price Points and / or Entry Price
Points.

HOUSEHOLD

Kitchen

- Dinnerware
- Tableware

Home

- Bathroom Accessories
- Beauty Accessories
- Electrical Appliance: Oven; Electric stove; Water purifier, Coffee maker; Toasters; Kettles; Blender, Cooker)
- Household Equipment: Television; Racket; Bladeless Air Fan (Air purification, Cool and Heat, Cooling), Air Sterilizer; Vacuum)



FMCG

- Disposable Item: Baking paper, wrapping film, garbage bags, zipper bags, paper cup/bowl, etc
- Home care: Coffee filter, soap, cleaning liquid, laundry detergent, insect spray, etc.



BAKEWARE & PARTYWARE

- Baking pans, molds, cookie cutters
- Partyware, cupcakes, cards
- Kitchen gadgets
- Kitchen containers etc..



COOKWARE

- Fry pan, milk pan, casserole, grill pan, wok, pot,...



CLEANING

- Cleaning brush
- Toilet brush set
- Cleaning broom
- Sponge mop
- Water wiper
- Bed brush, etc.



PRIVATE LABEL & OEM/ODM PRODUCTS

A brand is more than just a logo. We believe it's how customers experience your business. Though competition is fierce, our team are here to help you to build a strong private label to communicate effectively with your target customers.



Maisons Du Monde

Kampala - Black
Garden Pots



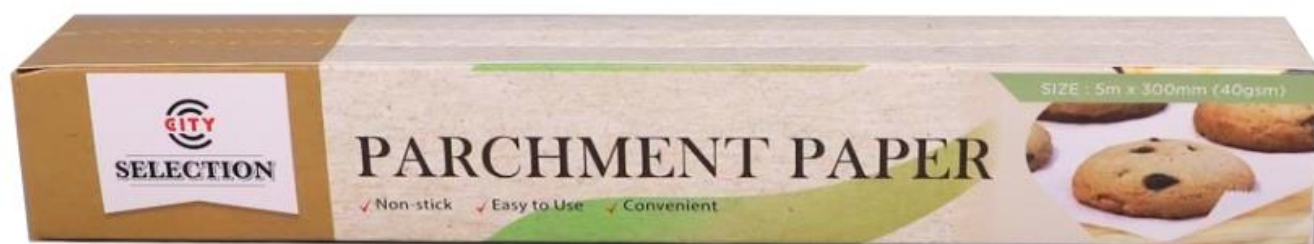
Maisons Du Monde

Tanger - Artificial
Mandarin Tree



Athezza

Smiling Chair -
Relaxation Chair



City Selection

Baking Paper Non Stick



Maisons Du Monde

Samarol - Brown Jute
Candle Holder



Eirina

Rainbow Oh My -
Seagrass Basket

Rockhill Asia's Trade Fair in Vietnam







OUR EXHIBITION AT VIFA 2024



The 50th Jinhan Fair for Home & Gifts

Overseas Buyer

Purchasing Agent / Interpreter

Pre-registered

Onsite Registration

Present Passport / ID Card
Present Health Card or Residence Permit
Present Travel Certificate

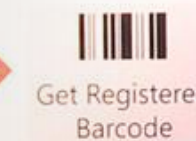
Present Passport
/ ID Card

Self-Register

Self-print Badge



Scan to Register



Get Registered
Barcode



Obtain Badge

Charge:

- Pre-registered: Free
- Onsite: ¥100/day/person

Rockhill Asia's Trade Fair Visit in China



Rockhill Asia

www.rockhillasia.com









OUR PRODUCTS DISPLAYED AT CLIENT'S STORE





PET BED



COTTON
BASKET



HOME DECOR



HANDICRAFT



DECOR
STATUE



DINING ROOM



HOME ACCENTS



HOME DECOR



OUTDOOR FURNITURE



INDOOR FURNITURE



OUTDOOR GARDENING



OUTDOOR GARDENING



ARTIFICIAL PLANTS



TABLEWARE



DINNERWARE







**DISPOSABLE DISH/
UTENSIL**



DINNERWARE



COOKWARE



BEAUTY ITEMS



FOOD WRAPPING PAPER



HOUSEHOLD CLEANING





GIFT



STATIONARY



STICKER



PAPER BAG



Rockhill Asia

Thank you

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